

# Yonatan Ben Knaan

## A full stack product designer · 2025 Résumé

Design leader with 15+ years of experience delivering user-centric products across agencies, startups, and enterprises. Expert in design systems, UX research, and leading cross-functional teams. Known for solving complex challenges through systematic thinking and collaborative approaches while maintaining focus on business goals and user needs.

Seeking opportunities in design system leadership, team management, or as staff designer. Off-hours, I enjoy street photography, playing D&D and solving puzzles.

## Experience

### 2018-2024, Product Design Lead: Pepperi

*Platform as a Service for B2B Wholesale Commerce*

- Led cross-functional teams in delivering complex B2B solutions, achieving 25% faster implementation and 30% higher goal completion through systematic design thinking
- Established user-centered design processes and frameworks, conducting extensive research to drive product iterations and development
- Transformed marketing site metrics through data-driven design: improved bounce rate (57% to 32%), session duration (2min to 4min), and conversion rate (1.5% to 5%)
- Built and maintained design systems supporting multiple languages and abilities, ensuring universal accessibility and global reach

### 2015-18, Product Design Lead: bit.dev

*B2D Code Management SaaS*

- Spearheaded product transformation through multiple iterations, balancing stakeholder needs while maintaining focus on user experience and ethical considerations
- Developed comprehensive design systems and component libraries, enabling faster development and consistent user experience across platforms
- Successfully managed ambiguous projects through research-driven decisions and close collaboration with engineering teams

### 2009-15, Design Manager & Co-Partner: Matnas Interactive

*Design Agency specializing in UX/UI and Product Ideation*

- Mentored and led design teams in fast-paced environments, fostering growth while maintaining high-quality deliverables
- Managed complex stakeholder relationships and 100K+ accounts while consistently delivering first-in-class results
- Implemented quality control measures and processes improvement initiatives, enhancing team performance and project outcomes

### 2018-19, Freelance

*Helping Businesses Get Product Done*

- UX Research → Avodata, a project for the JDC & the Ministry of Labor: Balanced complex stakeholder needs while delivering user-centric solutions.
- UX/UI Steering Committee & Lecturer → Musrara: Showcased presentation skills and ability to communicate design concepts effectively.
- Product & Brand Designer → Watchful: Delivered on-time results while managing multiple project aspects - Branding, UX research and product design.
- Product & Brand Designer → ColoredCoins: Utilized both design and coding skills to create comprehensive digital solutions.

## Info

Tel Aviv, IL  
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## Portfolio

<https://yonatanbk.com>

## Skills

### Tools

Notion, Jira, Storybook, Whimsical, Figma & Sketch

### Methods

Design Thinking, Agile, UX Research, Design Systems & Coaching method

### Dev

HTML, CSS/SCSS, JavaScript, Bash, Git, Vue, Nuxt, Netlify

## Education

2005-2009

Visual Communication @ Shenkar

1998-2000

Architecture engineering @ Technological College of BS