


Yehudit Levi

UX UI designer and Business analyst

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 Yehuditcreative.com

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Education

User Experience and User Interface Design Diploma - BEX College, Top 10% of the class, 2022

Internet Marketing Course, 2021

MA with Honors - Humanities and Social Sciences - Haifa University, 2017-2018

BA with Honors - Management and Social Leadership - Haifa University, 2014-2016

Additional courses: Psychology, sociology, economics and internet marketing strategies.

Skills

High community skills
User Research
Information Architecture
Requirements document (FSD)
Customer Journey Mapping
UI/UX Design
Visual Design
Wireframing
Usability testing
Rapid Prototyping & interactions
Copywriting
Content Strategy
Project Management

Tools

Figma & FigJam
Adobe XD
Midjourney
Canva
Google forms
Power Point
Excel
Microsoft Office Suite

Experience

Business Analyst and Designer - Global Kabbalah Academy

2022 - Present

- Gather requirements from Management and Heads of Departments to assist the team in defining the ultimate solution.
- Create flow diagrams with wireframes to help the development team understand the project's scenarios and goal.
- Develop designs in Figma based on the wireframes.
- Write a Functional Specifications Document (FSD).

Notable Projects:

- Designed a subtitling system using a user-centric approach, which involved research, wireframing, prototyping, and Definition of done.
- Enhanced the online broadcast player and study material view with dynamic layouts, new functionality, and a customer-friendly toolbar for both desktop and mobile.
- Improved the library web app for improved main function accessibility, streamlined customer flow, and enhanced performance on both desktop and mobile platforms.
- Expanded the library mobile app by introducing new functionality to the Association's main application. This involved collecting requirements from the Marketing department, defining flows with the product team, designing features, and providing support to the development team during implementation.

UX UI Designer - W2A Books

2022

- UX and UI design for company online marketplace website, incorporating user research, understanding target audience and business needs, competitor analysis, sketching and prototyping.
- Color palette, fonts, icons and branding aligned with organizational values

Signet-Cyber Producer - Israel Competition Authority (NS)

2018-2019

- Participated in intelligence and investigative operations.
- Required analytical skills and quick thinking.

Volunteering

- Mentoring teenagers at community center.