Yehudit Levi

UX UI designer & Business analyst (2 years)

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📖 Education

2022

User Experience & Interface Design Diploma - BEX College
Top 10% of my class

2021

Internet Marketing Course

2017-2018

Humanities & Social Sciences - Haifa University
MA with Honors

2014-2016

Management & Social Leadership - Haifa University
BA with Honors

Additional courses:
Psychology, Sociology, Economics & 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

⬡ Tools

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

💼 Experience

2022 - Present

Designer & Business Analyst - Global Kabbalah Academy

- 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, involved research, wireframing, prototyping & 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 with main function accessibility, streamlined customer flow, and enhanced performance for both desktop and mobile.
- Expand the library mobile app by introducing functionality, requirements collection and flow creations with Marketing and Product, then designing accordingly while supporting the dev team.

2022

UX UI Designer - W2A Books

- 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 and icons.
- Branding aligned with organizational values.

2018-2019

Signet-Cyber Producer - Israel Competition Authority (NS)

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

♡ Volunteering

Mentoring teenagers at community center.