YOGEV RAVED UX & product designer

Living in the worlds of designing products and making them alive.

I'm a full stack product designer, which means that I have the ability to design online products and to build them.

View my work:

Contact:

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Work experience

5 year experience in UX design. Made users research, prioritized and removed features and created prototypes & wireframes for dashboards, mobile apps and websites. Using pen and paper, sticky notes, Adobe tools, Axure and Sketch.

6 Year experience in frontend coding for web applications. Writing clean html, css & programming in javascript.

10 years of experience in UI, interaction and visual design. B2B & B2C. I designed websites, dashboards, e-commerce platforms, marketing webpages and landing pages. Using Adobe tools, Sketch, clean code.

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Career History

2018-Present day - intellForce | **UX & product designer team leader** and **front-end developer**.
I manage the design team and have full ownership of the company's various products. From branding and creating design languages, research & wireframing, through ui design and building webpages.
The products I had designed there: The Company's inner sales dashboard app, VOD websites, trivia games websites, antivirus websites and user dashboard & e-commerce stores.

2017-2018 - growapp | **Studio manager**. In this position I had managed the studio team, and was responsible for all the design aspects of the company's products. I was in charge of designing and building themes and templates for apps and websites that were the base of the platform, that each user could have fit to hers or his needs.
Types of apps I had designed: e-commerce stores, food delivery & appointments booking for businesses b2b stores and clients managing app.

2014-2017 - iTrader | **Senior UI designer**. The position included branding, UI design, creating logos and graphic language for the company's websites and applications. I was responsible for marketing campaigns from the first conceptual phase, through designing and building responsive landing pages, websites, mailers and icons, up to the last of the banners.

2012-2013 - Hello Binary | **Web designer**. I designed landing pages, banners and catalogues.

2008-2012 - Studio Ayala Halevi | **Graphic designer**. In this position I worked with major global companies and small businesses and gave them marketing solutions in points of sales, branding, logos design, websites, printed materials, designs of exhibitions booths, products packages, paper ads, conceptual works and more.

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Relevant education

2018-2019 - Netcraft Academy | User Experience course

2003-3007 - Avni institute of Art & Design - Tel-Aviv | Visual communication studies

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Skillset

UX: Research - Surveys, User journey, Usability tests | information architecture | wireframing & prototyping.

UI: Responsive design for mobile & desktop | Branding and creating a graphic language.

Tools: Adobe Tools | Sketch | html | css | Wordpress | Everything print

Good Knowledge of: Javascript | Content and copy writing | Video editing | Basic animation.