YEHUDIT GOREN

Product Designer with over 5 years of experience designing complex solutions for B2B and B2C complex systems. Using my proactive approach and passion for innovation, I strive to translate complex ideas into intuitive designs through collaboration with cross-functional teams. I provide high-quality work, am accountable, and have excellent communication and interpersonal skills.

EXPERIENCE

Product Designer | Freelancer
2015-2024

I founded a business from scratch, defined business objectives, managed end-to-end projects, and developed innovative solutions for B2B, B2C, and complex systems.
- Create a full design cycle, from concept to implementation readiness, with excellent organizational and prioritization skills.
- Developed full product UX design processes (research, user flow, journey map, wireframes, UI prototypes, and usability testing).
- I designed pixel-perfect user interfaces, dashboards, and websites, as well as established brands, languages, and visual marketing materials.

My collaboration: Company and Business Managers, Product Managers, Development Teams, Suppliers and business entities.

Product Designer | Israel Tax Authority
2023 - Replacing on Maternity Leave

I designed complex workflows and efficient solutions for various B2C and B2B products and web design.
- Conducted user research, and competitor analysis.
- Design high-level wireframes and mockup, prototyping for systems.
- Communicate design decisions effectively to relevant stakeholders.

UX Designer | Leket Israel
2022-2023 - Code for Israel - Volunteering Experience

Leading the full UX design processes of a complex system based on satellite images and machine learning for Leket Israel (research, user flow, journey map, wireframes, UI prototypes, usability testing).
Collaborate closely with: product managers, system analysts, interface designers (UI), developers and more.

UX Designer | Comrax LTD
2021-2022

I designed KKL's internal system to solve advanced UX problems and simplify complex flows.
- Conducted user research interviews and work flow observation.
- Leading tasks and provided insights for problem-solving, and created full product UX design processes (research, user flow, journey map, wireframes, UI prototypes, usability testing).
- I helped develop, manage, and refine the Design System.

Software Technical Support | CTB Banking Systems
2006-2015

Providing service and support in solving complex software problems in a financial system and maintaining customer experience and managing continuous contact with the company's customers.
Collaborate with: Development teams and contacts of all banks.

CONTACT

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EDUCATION

Bachelor of Arts (B.ed)
Hamidrasha - Beitberl Academy | 2000-2004

CERTIFICATES

Design Thinking Facilitator
Andy Woynarowski | 2023

Design System
Brad Frost Workshop | 2023

UX Research and Design
Netcraft Academy | 2021-2022

UX/UI Design
Netcraft Academy | 2020-2021

Visual Communication
Consept Academy | 2010-2011

SKILLS

B2B / B2B2C Products
Big data & Complex systems
UX / UI Design (Wireframing, Design & Prototyping)
Research & Usability testing methodologies
Design Thinking facilitator
Generative AI
Marketing Design
Web Design & Sale pages
Brand & Identity Design
Presentations Design & Official documents
Excellent human relations
High level of service

SOFTWARE

Figma
Adobe Xd, Ps, Ai, Id
Axure RP

LANGUAGES

Hebrew - Native
English - Proficient

MILITARY SERVICE

Graphic Design for learning systems
Ministry of Defense | 1996-1997