

# Yael Rosenberg

Product Designer (UX/UI)

## Profile

Experienced and multidisciplinary designer who focuses on creating digital products that strike a fine balance between business goals, user needs and, aesthetics, through meaningful experiences, that people really want and need.

**Skilled in:** App Design, Graphic Design, Interface Design, Interactive Prototypes, Problem Solving, Product, Responsive Design, User Flows, Usability Testing, User Research, UX/UI Design, Visual Design, Web Design, Wireframing.

## Experience

May 2022 - Now

Netanya, Israel

### Senior Product Designer

Allseated

As a Senior Product Designer, I'm in charge of the user experience across Allseated's products, including UX design, UX research, usability validation, and more. I collaborate with other UX/UI designers, product managers, development teams, and QA to create designs that ensure a superb user experience. I produce strategic deliverables such as persona mapping, user journeys, information architecture, wireframes, and prototypes, and I validate outputs through user testing.

June 2019 - Oct 2021

Tel Aviv, Israel

### Senior Product Designer

BMC Software

- Working closely with cross-functional teams in a fast and dynamic environment to develop user-centered features.
- Managing the UX and UI process entirely while communicating the ideas and solutions to product managers, development teams and QA.
- Delivering user-centric, pixel-perfect, and accessible experiences, optimized by user needs and business goals.
- Conducting usability testing sessions and user interviews.
- Creating and maintaining design systems.

Apr 2014 - Nov 2018

Netanya, Israel

### Product Designer

Manage Your Trip Ltd.

- Responsible for all UX & UI aspects of the Manage Your Trip platforms.
- Working with Product Manager to get functionality requirements and define the UX guidelines.
- Leading and managing various features and projects in a complex platform: from building a concept to creating a visual identity compatible with users needs.
- Working side by side with developers.
- Working closely with the R&D Manager and the QA team to ensure the design and vision are well implemented.
- Intense communication with users throughout projects.

2012 - 2014

Netanya, Israel

### UX/UI Designer

Freelancer

Identity branding, print, marketing, social media, banners & User Interface design. I worked in collaboration with company owners and designers.

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## EDUCATION

2015 Tel Aviv, Israel	<b>UXV Certificate for User Experience specialists</b> UXVision & John Bryce
2011-2013 Tel Aviv, Israel	<b>Graphic, Web Design &amp; Visual Communication</b> Cavim - Institute of Design and Architecture
2001-2003 Jerusalem, Israel	<b>M.A. in Communication &amp; Journalism Studies: Visual Communication</b> The Hebrew University
1996-2003 Paris, France	<b>B.A. + M.A. in Languages and Oriental Civilizations: Modern Hebrew</b> INALCO - Institut national des langues et civilisations orientales
1996-1998 Paris, France	<b>B.A. in International Relations</b>

## CONTACT

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**in:** [www.linkedin.com/in/YaelRosenberg](http://www.linkedin.com/in/YaelRosenberg)

## LANGUAGES

<b>French</b>	Native speaker
<b>Hebrew</b>	Fluent
<b>English</b>	Fluent

## SKILLS

Adobe XD	<div></div>
Figma	<div></div>
Adobe Illustrator/Photoshop/InDesign	<div></div>
Invision / Zeplin	<div></div>
Microsoft Office PowerPoint / Word / Excel	<div></div>