Yohay Simana

UX/UI Designer • Motion Designer • Problem Solver

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- Creative, data-driven UX/UI designer with expertise in visual communication and advanced UX methodologies.
- Strong analytical and problem-solving skills informed by data-driven insights.
- Proficient in Figma, Adobe Suite, WordPress, and Krea AI, with expertise in optimizing usability.
- Skilled in leveraging AI-powered tools and user-centered design to create intuitive digital experiences.
- Thrives in collaborative, team-based environments, building strong working relationships with peers.

Education

Advance UX Bootcamp , Pitango Academy   2023
- Applied AI tools to streamline complex design processes, improving productivity and maximizing efficiency.
- Developed robust prototypes and data-driven design systems for enterprise-level projects.

B.A. Visual Communications , Minshar (GPA: 90/100)   2018 - 2022
- Designed comprehensive visual campaigns, showcasing creativity and technical expertise.
- Experience in problem-solving, meeting tight deadlines under high-pressure environments.

Work Experience

UX Designer , Paneco | *Online retail website - temporary position*   2024 - present day
- Independently studied and gained proficiency in the integration of conversational AI within our site.
- Identifying and addressing edge cases within the checkout flow, elevating usability and minimizing user friction.

Sales Specialist , Paneco | *Online retail website*   2023 - present day
- Outline ideas and drive clients' consensus , ensuring alignment with their specific needs and objectives.
- Conducted A/B and usability testing to optimize user experience and improve conversion rates by 7%.

UX/UI Designer , Pitango UX | *DIgital design agency - internship*   2023 - 2024
- Gained a working understanding of client communication dynamics within a professional service setting.
- Became familiar with industry-standard collaborative workflows.
- Utilized strong communication and interpersonal skills to collaborate effectively with team members..
- Exposure to the full project lifecycle, from initial client briefs to final deliverables.

Tech and Design Skills

• Figma • **Adobe Creative Suite:** Photoshop, Illustrator, After Effects, XD • **Coding languages:** HTML, CSS, C • Zeplin • WordPress • InVision • **AI tools:** Stable Diffusion, Krea, Recraft, Qoqo, Veo 2, Sora, Chat GPT, gemini • wireframes • prototyping • user flows • information architecture • product mapping • interaction design • micro interactions • responsive design • pixel-perfect design • Prompt engineering • usability testing • user-centered design • A/B Testing • User Research • Competitive Analysis • B2C • Complex systems • AI-Powered UX • KPIs • metrics driven design • 2D animations • motion design •

Attributes & Soft Skills

• negotiation • ambition • quick study • adaptability • autodidact • storytelling • empathy • critical thinking • time management • attention to detail • **Langues:** Hebrew - *native*, English - *professional* •

MILITARY SERVICE

Communication systems technician, 157 squadron | *electronic warfare unit, Israel Air Force*   3 years