



Yoni Levy

Hands-On
Product Designer

Work Experience

InfiniGrow [B2B] Design Lead

2024 - 2025

- **UX Strategy & Architecture:** Developed comprehensive UX strategies and created detailed UX architectures to optimize user flows and interactions.
- **Planning, Wireframing & Prototyping:** Led the planning and wireframing stages, creating clickable prototypes in Figma for usability testing and stakeholder reviews.
- **Design Systems:** Implemented a design system from the ground up in and embedding it into the company culture to ensure consistency and scalability across all products.
- **User-Centered Design:** Prioritized user-centered design principles, conducting extensive user research and usability testing to drive design decisions.
- **Cross-functional Collaboration:** Collaborated with product, marketing, and development teams to ensure alignment with InfiniGrow's business objectives.

Supersmart [B2B2C] Design Lead

2021 - 2023

- **UI/UX Design & Strategy:** Developed and executed a comprehensive user experience strategy to enhance the overall customer journey and drive increased user satisfaction.
- **Product Strategy:** Collaborated with cross-functional teams to define the product's user experience strategy, aligning it with business objectives and market demands.
- **Product Design:** Oversaw the end-to-end design UX process, from conceptualization to implementation, ensuring the delivery of user-centered and visually appealing product interfaces.
- **Design Systems:** Created and maintained design systems and style guides to ensure consistency and cohesiveness in the user interface across different products and platforms.

About Me

Lives in Timrat, Emek Izrael | Lovely wife + 2 Li'l Boys | B.Des | Multi-Disciplinary Designer | UX/UI Lover AI Explorer | Experienced, but still, pretty cool dude | Knows A-LOT about Sports | Always aiming for perfection in design | Yossi Shitrit is my favorite chef | Creative | Passionate

Contact

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Links

[Website](#)

[UI Works](#)

[LinkedIn](#)

Education

Visual Communication B.Design

WIZO HAIFA 2005 - 2009

Haemek Hamaaravi

HIGH SCHOOL 1994 - 2000

Broadsay [B2B] Head of Design

2019 - 2021

- **Creative Direction:** Led and provided creative direction for the design team, ensuring alignment with the company's branding and visual identity.
- **UI/UX Design:** I oversaw the development of user-friendly interfaces and engaging user experiences, ensuring that our products and platforms met high-quality design standards.
- **User-Centered Design:** Prioritized user-centered design principles, conducting research and user testing to optimize the usability and appeal of digital products.

WSC Sports Technologies [B2B] Head of Design

2015 - 2018

Established the design department from the ground up, crafting the visual identity for a sports technology startup that became an industry leader | 95% product satisfaction feedbacks

- **Design Team Leadership:** I led and managed a talented team of designers, including motion designers and UI/UX designers. I provided guidance and mentorship to ensure our design work was of the highest quality.
- **Brand and Visual Identity:** I oversaw the establishment and maintenance of design standards and guidelines to maintain a consistent brand image and visual identity across all our materials and products.
- **Design Strategy:** Shaping and executing our design strategy, ensuring that our UX/UI design aligned with the company's vision and business objectives.
- **Cross-Functional Collaboration:** I collaborated closely with other departments to ensure that our UX/UI designs seamlessly integrated with the company's product development and goals.

Drafthero [B2C] Solo Designer

2014 - 2015

- **Ownership:** Led end-to-end design for a fantasy sports app, from research to final UI
- **UX Design:** Created user flows, wireframes, and prototypes to enhance usability
- **Cross-Functional Collaboration:** Collaborated with product and dev teams to align design with goals

Hard Skills

- Figma
- Adobe Creative Suite (Photoshop / Illustrator / Indesign / Premiere / Acrobat Pro, Firefly)
- Midjourney / SORA
- AI Tools
- Keynote

Soft Skills

- Creative Problem-Solving
- Strong Communication
- Empathy & User Advocacy
- Team Leadership & Mentoring
- Strategic Thinking
- Adaptability & Fast Learning
- Attention to Detail
- Collaboration Across Teams

Languages

Hebrew - Mother tongue

English - Superb