

Libat Yogev

UI / UX Designer

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EDUCATION

Avni Institue – Design and Art

2018–2020

Visual communication and interactive design

B.A degree in humanities – The Open University

EXPERIENCE

Product Designer @let.

2024

I joined a startup team as a product and UIUX designer.

The product is an online rental marketplace platform.

My main role is branding processes including graphic language and analyzing/researching market data.

Also – creating design system, prototyping screens and platform usability testing.

UI And Brand Designer @Rngs

2021–2023 Current

3 years of experience as a UI and brand designer in design agency Roche & Granite.

The agency works with B2B companies in the fields of technology, gaming, automotive, program & dev, data, pharmacy and e-commerce.

As a part of a powerful team, I was creating creative design solutions for wide variety of businesses while deep diving into research – from initial concept through successful implementation. I combined and assimilated typography, photography, colors, layout/grid and compositions. I experimented and applied processes such as brand identity/guidelines, user flow, design system, user experience & interface, interactive design for web environments & mobile.

Lightricks ongoing project

Our mission was to design and edit new App Store assets for 5 Lightricks apps. As a project leader, I learned and used the style guide and interfaces of each application. I worked closely to research briefs in order to adapt each design to the performance of the app, while exploring new paths of look & feel.

HARD SKILLS

Interaction design, personas, storyboard, wireframing, user research, prototyping, information architecture, design principle, data analytics and visual design.

SOFT SKILLS

Communication, leadership, empathy, teamwork, brainstorming, conceptual thinking, creative researcher, attention to details, adaptation to needs/goals, writing, quick understanding, technical, sales consciousness, humanity and responsibility.

TOOLS

Adobe Suite (PS,AI,XD,AE,ID)

Figma

Miro

Midjourney

ChatGPT

Semplice

Power-Point

HTML/CSS

INTERESTS

Anima

Vintage

Historical documentaries

Bizarre art