

# Yarden Zafir

Product Designer, Hustler

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## Experience

Jan 2023 - Present • Beit Ha'Shitta, IL

### Product Designer > IRITA LTD

- Took a part at the redesign of a complex B2B system - [SafeGuard](#), owning the settings area & daily workflows of the product. improving user satisfaction by 27% as measured by NPS.
- Working closely to the PM, client's PM, partner's PM other designers and the developing teams.
- Assisted in developing and maintaining design systems, ensuring consistency across all product touchpoints.

Jan 2022 - Present • Remote

### Freelance Product Designer

- Partnered with early-stage startups to develop and implement design strategies, significantly improving product market fit and user retention rates.
- Conducted comprehensive user research, including interviews and usability testing.
- Provided UX mentorship and design thinking workshops for startup teams, enhancing their understanding of design practices.

Aug 2021 - Present • Remote

### Owner & Designer > FOLY OUTFITS

- Expertise in design, marketing, creative, and business management.
- Driving impactful results, cultivating brand presence, achieving growth.
- Meticulous process management for consistent success.
- Fostering meaningful customer relationships, ensuring satisfaction.
- Delivering exceptional products, increasing brand visibility

Mar 2022 - Jan 2023 • Ramat Gan, IL

### UX UI Designer > Moosh Marketing

- Collaborated closely with front-end developers to ensure accurate translation of designs into functional and precise websites.
- Conducted A/B testing and user research to guide design decisions, resulting in an average 36% increase in user session & Conversion from random users to paying customers duration across projects.

Jul 2021 - Dec 2022 • Haifa, IL

### Creative Director > Voxbyte

- Driving creative direction, elevating brand image.
- Managing 25+ worldwide freelancers.
- Created strong collaborations with strong influencers.
- Created a strong brand awareness that led to sponsorship of the biggest E-Sport competitions

## Education

Jan 2023 - Mar 2024 • Tel Aviv, IL

### Technion University > UX Design

Associate Degree (A.A)

Nov 2020 - May 2022 • Ramat Gan, IL

### HackerU > Graphic Design & UX UI

Associate Degree (A.A)

Jul 2014 - Present • Remote

### Autodidact > Copywrite

Sep 2013 - Jun 2016 • Yokne'am Illit, IL

### Ort College > Graphic Design

High School Diploma

## Military Service

Dec 2016 - Aug 2019 • Southern Israel

### IAF > F35 Aircraft Structure Crew Chief

## Software



figma



FigJam



Editor X



Analytics



Adobe CC



Clarity



Miro



InDesign



Photoshop



Adobe XD



Illustrator

## Featured Project

### Dinero, Investing App

I designed an end-to-end investment application that centralizes all existing investment avenues. Designed to illustrate my working methods in a real project since most of my projects are NDA signed

[Read The Case Study](#)

## Hobbies

Playing Guitar

Blogging

Gaming

Football

Writing

Scuba Diving

Wikipedia

## Languages

Hebrew > Native

English > Native

Esperanto > Elementary

## Volunteering →



Oct 2023 - Nov 2023

Arcademy



Feb 2022

#Kula\_Like