

# Hello, I'm Yael Benjamin

A Product designer and user experience professional with great passion for analyzing users and creating products that create value.

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## Languages

Hebrew: Native  
English: Full proficiency

## Courses

UX / UI - 2020-2021, Codesigner  
HTML, CSS, JS - 2018, She Codes  
Digital Graphic Design - 2016, Xtra

## Professional Experience

### TaTio-Product Design Lead

2022- Present

- \* End-to-end product design experience from user research through to delivering user-centric products for mobile IOS & Android and responsive web in a B2C or B2B environment, Including Leading Usability/User Experience (UX) testing
- \* Experience in leading digital design projects in a collaborative multi-disciplinary team, including product managers and developers, to ensure seamless handoff, integration, and implementation
- \* Expert experience with Figma - creating high-fidelity mockups, prototypes, and building Design Systems, and Design Methodology as well as coding experience and limitation understanding in HTML, CSS and javascript

### Yael Benjamin-Business Strategy, Marketing and User Experience

2017 - 2021

- \* Hands-on experience in designing and creating user flows, wireframes, and prototypes.
- \* Working closely with stakeholders to understand detailed requirements, and design complete user experiences that meet their needs and vision.
- \* Providing end-to-end Marketing, business strategy and user experience services to help clients achieve their desired results and products.
- \* Overseeing customers marketing strategy and business goals and transforming them into actionable plans and outcomes.
- \* Performing analytics, market research, usability studies, and competitive analysis to drive decision making.

### Deloitte Israel - Consultant, Global Technology Alliances

2015 - 2017

- \* Experience in business development and technology scouting - working with local and international companies and funds: Providing technology scouting services for international companies by identifying and assessing potential partners/investment targets with innovative technologies in Israel.
- \* Performing full analysis for potential partners & investment opportunities by monitoring market and technology trends.
- \* Plotting the outline for cooperation with relevant companies that have been identified, including comparison of alternatives, and a recommendation on the preferred alternative.
- \* In-depth understanding of the needs of potential partners, and the mutual benefits that may arise as a result of cooperation.

### Yingke Israel - Khayat, Zolty, Neiger & Co., Law Offices, Internship

2013 - 2014

\* Areas of Practice: Hi-Tech, Corporate Law, Investments, Commercial Law & Venture Capital.

Specialized in Technology Contracts, Technology Transactions, Capital Markets and International Transactions.

### Wix.com - Team Leader, Customer Success

2009 - 2013

- \* Team leader in a dynamic and rapidly growing startup environment.
- \* Worked closely with the development and Q.A teams, to ensure a positive customer experience and maximize revenue.
- \* Was in charge on improving customer satisfaction, ensuring that customer's individual needs are met.
- \* Managed a growing customer solutions team of 20+ students.
- \* Analysis and handling technical failures.
- \* Created support materials and users FAQ database.

### Elbit Systems Ltd -QA & Training, Real time systems

2007 - 2008

Writing system analysis & design documents, as well as software test plans (STP) and software test descriptions (STD); Implementation of training for local and foreign customers.

## Entrepreneurship

### Co-Founder, Bariyo - A mobile marketplace platform

2014 - 2015

Established within Google Campus and Google Launchpad program for outstanding startups.

Designed all product development processes, business plan, oversaw prototype development and created marketing materials.

## Education

Law & Government, Interdisciplinary Centre Herzliya (IDC)

2008 - 2012

LLB- Law, BA - Government, Diplomacy & Strategy with expertise in Middle East studies.