

# Yuval Caciularu

**City:** Ramat Gan | **Phone:** 050-9419125 | **Email:** [yuvalcaciularu@gmail.com](mailto:yuvalcaciularu@gmail.com)

[LinkedIn Profile](#) | [Portfolio Website](#) | **Portfolio Password:** enter9-caSe-stuDy

## Summary

A product designer with +4 years of experience in B2B complex systems, and proven knowledge in code and AI workflows. Adept in a user-centric mindset, balancing business and development needs to bring the best experiences possible.

---

## Experience

### **Freelance Product Designer | VertiGoes | 2026 – Present**

- Led UX strategy and product direction from the ground up for a mobile-first native app supporting people with vertigo symptoms.

### **Product Designer | Rayzone Group | 2024 – Present**

- Built AI-generated interactive demos as “Live-PRDs” to streamline design-to-dev handoff.
- Built the company’s first design system, applied across 4 different data-driven products.

### **Product Designer | NINA Labs | 2022-2024**

- 30% increase in user engagement for both B2C and B2B apps by enhancing user flows.
- Overhauled the entire company’s brand guidelines, digital assets and content strategy.

## Education

### **UX Architecture Course | UXer Significant Knowledge**

- The course focuses on in-depth knowledge of cognitive psychology and complex systems, and how the human experience and behavior shape digital products.

### **B.A. in Communication Design and Media & East-Asian Studies | Tel-Aviv University**

- Average score of 96 in courses on user interface, personas research, and human behavior.

## Volunteer Work

### **Community Moderator | WDYT Product Designers Community**

- Help building a designers community, by organizing meetups through industry collaborations.

## Tools & Abilities

- **AI:** Lovable, Claude Code, Figma Make, Cursor, v0, Base44.
- **UX/UI, Prototyping & Animation:** Figma, LottieFiles, Jitter, Rive, Zeplin, Framer, Adobe Suite.
- **Coding:** React, Vue, Python, JavaScript, CSS, HTML, GitHub.

## Languages

- **Hebrew:** Native   - **English:** Fluent   - **Spanish:** Intermediate   - **Chinese:** Basic