

Gal Yeshayahu

UX/UI Designer · Product Designer

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PROFILE

Product and UX/UI designer working across B2C digital products and e-commerce, from user flows and wireframes to interactive mockups, high-fidelity UI, and micro-interactions. I design for multiple products and brands in parallel, evolve design systems in Figma, and work directly with developers through implementation.

EXPERIENCE

Product Designer · [Energy Team \(Matzpen Unit\)](#) · 2026 – Present

Energy Team's advanced product and UX unit, designing B2B and B2C digital products in the defense and security domain.

- Lead product design across multiple products in parallel, from user flows and wireframes to interactive mockups and high-fidelity production UI.
- Maintain and evolve the unit's cross-product Figma design system, extending reusable components to keep multiple products consistent and accelerate front-end delivery.
- Design animations and micro-interactions inside interactive prototypes, using motion to clarify state changes and guide users through multi-step flows.
- Work directly with developers from Figma Dev Mode handoff through implementation, iterating with PMs on usability-testing feedback.

UX/UI Designer · [Orpaz Defense](#) · 2024 – 2026

- Ran user research and usability testing, translating findings into UI solutions that improved key interaction flows and overall product usability.

Visual Designer · [Doona](#) · 2022 – 2024

- Designed digital and print assets for a global B2C consumer brand, holding a consistent brand language across parallel product launches in Israeli and international markets.
- Ran user and competitor research and synthesized the findings into actionable insights that informed design and development decisions.

Founder & Designer · [Independent Online Store](#) · 2018 – 2023

- Built and ran a B2C e-commerce store end to end: brand identity, storefront UX and UI, product and checkout flows, and store integrations, optimizing the path from landing to purchase.

AI UX Designer · [EXO Humans](#) · 2021 – 2022

- Built AI-driven product-design processes, integrating generative AI tools into design and research workflows early.

ADDITIONAL EXPERIENCE

Product Development Intern · [Florentine Knives, Barcelona](#) · 2023 Concept-to-production product development and supporting marketing assets.

VOLUNTEERING

UX/UI Designer · [Emor-Li](#) · 2025 – Present

- Designed the UX/UI for a Hebrew AAC (Augmentative and Alternative Communication) app, streamlining communication-board creation to seconds for people with speech and motor disabilities. Pro-bono work driven by a commitment to accessible design that gives people an independent voice.

EDUCATION

M.A. Human-Computer Interaction · [Reichman University](#) · 2025 – Present

UX/UI Design · [Netcraft Academy](#) · 2024 – 2025

B.Des Industrial Design · [Shenkar College](#) · 2020 – 2024

SKILLS & TOOLS

Design & Interaction: User Flows · Wireframing · Interactive Mockups · Animation & Micro-interactions

E-commerce & Product: E-commerce UX · Checkout & Funnel Flows · B2C Product Design · Multi-brand Consistency

Systems & Accessibility: Design Systems · Component Libraries · Information Architecture · Accessibility (WCAG 2.2)

Research & Testing: User Research · Usability Testing · Competitor Analysis · Journey Mapping · A/B Testing

Tools: Figma (Auto Layout, Variables, Dev Mode) · Framer · Maze · Photoshop · Illustrator · Premiere · Claude

Languages: Hebrew (Native) · English (Fluent) **Military Service:** Combat Soldier, Nahal Brigade (50th Battalion)