

Yuval Caciularu

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[LinkedIn Profile](#) | [Portfolio Website](#)

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

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