

Yuval Caciularu

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Summary

A product designer with extensive 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, ChatGPT, Perplexity, Gemini.
- **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