

Yoav Cohen

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- 4 years of experience in delivering user-centered designs for complex, web-based, and mobile applications
- Delivering pixel-perfect designs, conducting full design cycles from research to validation
- Skilled in user research, usability testing, and creating high-fidelity prototyping
- Adept at collaborating with cross-functional teams to solve complex design challenges
- Committed to continuous improvement and contributing to team success

WORK EXPERIENCE

UX Designer / Keshet Media Group 2021 – Present

- Leading UX design of complex user flows and delivering design solutions for projects of large scope and complexity.
- Designing wireframes, mockups based on research for Web, iOS, Android, and TVs with a focus on pixel perfection.
- Document UX specifications, design, and standards.
- Creating high-fidelity interactive prototypes using Figma and ProtoPie software.
- Manage full-scale usability testing efforts for different platforms, including developing study plans, users' interviews, data collection trackers, and moderating sessions.
- Conducting generative and evaluative research to provide recommendations to different teams.
- Experience working in collaboration with product managers, developers, R&D, designers, and leadership.
- Manage the company's transition to Figma, streamlining a workflow for designers, product managers, and others.

Figma Lecturer / Reichman University 2024 – Present

- Teaching Figma fundamentals, including wireframing, user flows, and high-fidelity design for UX/UI applications.
- Guided students in collaborative design processes, including prototyping and responsive design with auto-layout.
- Developed students' independent navigation skills in Figma, emphasizing current design tools and best practices.

UX/UI Designer (Internship) / Agora RE Oct 2020 – Jan 2021

- Redesigned the platform and website based on users' feedback.

Project Manager / Media Innovation Lab (miLAB), IDC 2019 – 2021

- Led HCI research project; conducted qualitative and quantitative research, and co-authored academic paper.

Supervisor & Sound Technician / Kan – IPBC 2017 – 2021

EDUCATION

B.A Communication - Interactive Communication & HCI / Reichman University 2018 – 2021

UX Design, UX Research, and Product management.

MILITARY SERVICE

Sound Technician / GLZ & GLGLZ 2014 – 2017

SKILLS

Design & Prototyping: • Sketch • Figma • ProtoPie • User flows • Wireframes & Mockups

Research: • Data analysis • Persona hypothesis • A/B testing • Usability testing

Digital: • HTML & CSS • Video editing: Premiere Pro, Final Cut Pro • Photoshop

Personal: • Creative thinking • Perseverance • Leadership • Team player • Accuracy • Problem Solving

VOLUNTEERING

Instructor / ESRA Association – Taught computers to mentally challenged people. 2019 – 2021

Publication

[Excluded by Robots: Can Robot-Robot-Human Interaction Lead to Ostracism?](#) Publish at HRI 2021 Conference