

Yoav Cohen

Tel Aviv, Israel • +972-525959297 • yoavc4@gmail.com • LinkedIn: [@YoavCohen](https://www.linkedin.com/in/YoavCohen) • Portfolio: yoavcohenux.com

Senior Product Designer with 5+ years of experience designing B2C and B2B products across complex digital platforms. Experienced in leading end-to-end Product Design processes, from user research and UX strategy to high-fidelity design, prototyping, and design systems. Skilled at simplifying complex workflows and creating scalable user experiences for complex digital products.

WORK EXPERIENCE

Head of Product Design / Stargo

2026

- Solo designer owned end-to-end design for an AI-powered B2B enterprise logistics platform, leading UX strategy, workflows, and execution across complex operational systems for enterprise clients.
- Designed comprehensive user journeys and generated interactive prototypes using **Claude Design**, refined UI details in **Figma**, and handed off to AI-based development workflows (**Claude Code, Cursor**).
- Built and scaled the company's Design System in **Figma**, improving design consistency and collaboration between Product and Engineering teams while ensuring pixel-perfect design.
- Collaborated closely with Product and Engineering teams to simplify complex workflows and optimize the user experience in AI-centric enterprise systems.

Senior UX Designer / Keshet Media Group

2021 – 2026

- Led end-to-end Product Design for high-traffic B2C products with over 2 million daily active users, generating hundreds of millions of NIS in annual revenue.
- Reduced operational task time by 30% by spearheading the UX/UI design of new internal systems based on deep user research and usability testing.
- Owned new product initiatives from discovery to launch, significantly improving usability, user engagement, and cross-platform consistency across Web, Native Mobile Apps (iOS/Android), and Smart TV applications.
- Created high-fidelity user-centered experiences and interactive prototypes using **Loveable, Figma** and **ProtoPie**.
- Led UX Research activities, including developing research methodologies, conducting user interviews, running usability testing sessions, and tracking data insights.
- Partnered with Product, Engineering, and Leadership to define priorities and deliver high-impact products.

Figma Lecturer / Reichman University

2024 – 2025

- Instructed an advanced **Figma** and UX design course, covering core industry methodologies including responsive design, developer handoff, and advanced prototyping techniques.

UX/UI Designer (Internship) / Agora Real Estate

Oct 2020 – Jan 2021

Project Manager / Media Innovation Lab (miLAB), IDC

2019 – 2021

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

EDUCATION

B.A Communication - Interactive Communication & HCI / Reichman University

2018 – 2021

Core focus on UX Design, User Research, Information Architecture, and Product Management.

Publication

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

MILITARY SERVICE

Sound Technician / GLZ & GLGLZ

2014 – 2017

SKILLS

Tools: • Figma • ProtoPie • Claude Design • Google Stitch • Loveable

Product Design: • Design Systems • UX Strategy • Prototyping • User Flows & Journey Mapping

Research: • User Research • Usability Testing • A/B Testing