

Yarin Bash

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Summary

Product designer with a background in complex, system-heavy products, focused on making complicated workflows simple and usable. Works end-to-end from concept to implementation, and is now seeking to move into product-driven teams building engaging, user-centric experiences.

Experience

BigID - Product Designer

Tel Aviv, Israel · Feb 2024 - Apr 2025

- Designed and built a scalable UI component system from scratch, driving consistency across product surfaces and reducing design-development friction.
- Led the redesign of the data visualization color system, improving accessibility and enabling faster, more intuitive data interpretation across dashboards.
- Owned projects end-to-end, from concept through implementation, ensuring high-quality execution in close partnership with engineering.
- Drove adoption of design system standards across teams, aligning product and engineering around a consistent UI foundation.
- Conducted user research and usability testing, translating insights into clear, actionable design improvements that enhanced usability.

Freelance Product Designer - Private Medical Clinic

New York, USA · Remote · Sep 2024 - Mar 2026

- Designed and launched a full website from scratch, structuring a clear and trustworthy experience across services, treatments, doctor profiles, and content.
- Optimized site architecture and UX using heatmaps and SEO insights, driving ~600% growth in traffic and ~4× increase in online bookings.
- Defined content hierarchy and entry points to booking, simplifying decision-making and improving conversion from key pages.
- Led all design decisions as the sole designer, delivering production-ready Figma files and partnering with developers to ensure high-quality implementation.
- Collaborated with a distributed team across the US, Europe, and Israel, maintaining alignment and delivery in an async, cross-time-zone workflow.

Education

Shenkar College of Engineering, Design & Art

B.Des. Visual Communication
(Digital Product Design specialization)
2021 - 2025

John Bryce Training College

Full-Stack Web Development Bootcamp
2018 - 2019

Recognition

Cornell Tech Longevity Ideation Sprint

San Francisco, USA · Mar 2024

- Placed 2nd in a multidisciplinary sprint with Cornell Tech, Wix, and Technion
- Defined product concept, developed MVP, and pitched to investors

TAU Global MBA Design Thinking Course

Tel Aviv, Israel · Oct 2023 - May 2024

- Placed 3rd in a competitive design thinking program with MBA students
- Defined product concept, developed MVP, and pitched to investors

Skills

Design

Figma, Design Systems, Prototyping, Interaction Design, User Research, Wireframing, Data Visualization, Accessibility, Typography, Adobe Creative Suite, Webflow, Framer

Technical

HTML & CSS, JavaScript, React, Generative AI Tools

Languages

English (fluent), Hebrew (native)