ACHINOAM YAKOVSON

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in achinoam-yakovson-0a231327b

MY PORTFOLIO:
achinoamy.co.il

LANGUAGES:
Hebrew: Native
English: Fluent

EDUCATION:
Siur Mochot
Ladat Chochma

TOOLS
Graphic Design:
Photoshop, Illustrator, ,Indesign.

Building and designing websites:
HTML&CSS, Elementor, WordPress, JetElements Plugin

Design and Prototyping tools:
Miro, Canva, Figma

ABOUT ME:
I am Enthusiastic UI/UX Designer adept at user-centered design, wireframing, prototyping, interaction design, and visual design. Proficient in Figma, Adobe Creative Suite, HTML/CSS, and more, I specialize in crafting intuitive digital experiences across diverse platforms. With strong analytical skills, attention to detail, and effective communication abilities, I excel in problem-solving and leading teams to success. My passion for delivering exceptional user experiences drives me to continuously innovate and contribute fresh ideas to collaborative environments.

WORK EXPERIENCE:

- **A point - Product Designer UiUx | 2024-2025**
  As a Product UI/UX Designer at A Point, I lead research and planning for client-requested features, systems, and applications, catering to local and international clients, like England. I design and redesign screens using new or existing design styles for A Point's B2B systems, such as attendance and property management platforms, and B2C applications in fields like education. Through user-centered design processes, I launched over 40 new screens that enhanced clarity and usability, resulting in a 60% positive feedback rate, exceeding company expectations. Collaborated closely with developers and product teams, I ensured seamless implementation while maintaining a focus on delivering user-friendly, innovative solutions.

- **ABODE MS- Property Software Solution (New Jersy)**
  Product Designer Team Lead (UxUi) | 2024
  Transitioning to Team Leader of Product Designers at Abode, I led Product Designers at Abode in New Jersey, diverse team across multiple locations in the world. Managing the design and implementation of B2B features, systems, and website, I facilitated seamless collaboration, clear communication, and alignment with project goals. My leadership skills and strategic decision-making contributed to the company's success and further honed my abilities in team management and product design.

- **Product Designer UxUi | 2023-2024**
  At Abode, I played a pivotal role in designing innovative B2B systems, mobile and desktop features, and UX enhancements. Leveraging my expertise in user-centered design, wireframing, prototyping, and interaction design, I ensured our products met user needs and business objectives. Through user research, usability testing, and persona creation, I enhanced user satisfaction and retention.

- **Advertising and Branding Projects | 2022**
  Designed multiple branding packages for small businesses.
  Worked closely with clients to meet their branding needs, by using Illustrator, Photoshop, and Indesign.

EDUCATION:

Siur Mochot
2021-2023

UI/UX Design, Website Development, and Design
During my studies at Siur Mochot, I specialized in designing user-friendly apps. websites, and systems using Figma, as well as website development with Elementor and WordPress. Additionally, I developed skills in creating branding, brand books, and creative advertising materials using Adobe software.

Ladat Chochma
2021-2023

English studies
Experienced English teacher for advanced levels, skilled in translation, business English, and preparing students for matriculation exams.