

# Yaara Haneman

## UX & Product Designer

Enthusiastic UX and product designer, with analytical skills alongside strategic business understanding.

A good listener with service orientation, establishing long term relationships with customers and colleagues. Analyzing each challenge from different aspects and transforming it into an actual running product, serving the requirements and needs of users and clients.

## Work experience

### Lead UX/UI Designer

Ori Mintz Media; Web Design and Development studio | 1.2021-Now

- Head of a team of two UX/UI designers, a graphic designer, and two developers

### UX/UI Designer

Ori Mintz Media; Web Design and Development studio | 9.20-1.21

- UX research and design of all projects arriving at the studio, translating them into Sitemap and Wireframes
- Entire UI design process and its transfer (including the design system) to the development team. Close cooperation with the developers

### UX/UI Designer & Wordpress Developer

Freelance projects | 2020

### Customer Relations Manager

Hamatsesa" - Ecological cider plan | 2019-2020

- Attract and retain customers, identify potential customers and opportunities with high business value
- Streamline selling and service processes, leading to higher user satisfaction
- Manage social media channels, content writing

Altogether achieved increase of sales volume by 50%.

### Bureau Manager & Executive Assistant

Honorary consul of Mexico in Israel | 2016 - 2018

- Project Management – plan and coordinate business trips, hosting of foreign delegations, schedules, translators and more, while taking into consideration diverse cultural needs
- Expense control and analysis for optimizing budget usage

## Academic Education

**Graphic & Web Design course, John Bryce College, together with several online courses** | 2019 - 2020

**MBA (with honors)** - specializing in strategy and entrepreneurship, The Hebrew University of Jerusalem | 2014 - 2016

**B.Sc.Nutr. (with honors)** in the Department of Hospitality Management, Tourism and Food Resources, The Hebrew University of Jerusalem | 2012 – 2015

## Contact

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LinkedIn

## Skills

Product strategy

User Research

User Flow

Wireframing and Prototyping

Usability Testing

UI Design

Management

Branding

## Tools

**Adobe XD**

**Figma**

HTML5

CSS3

Zeplin

Wordpress

Adobe Illustrator

Adobe Photoshop

After Effects (basic knowledge)

## Languages

Hebrew - native

English - full professional proficiency

## Volunteering

Social Media team member at "Zaza" - Association for Promotion of Women's Sports | (2019-2020)

## National Service

Work with children with emotional and behavioral disorders in Jerusalem | (2007-2008)