

# Hi, I'm Yael Navon

As a product designer, I am passionate about understanding people and their needs. I explore how visual choices affect the usability and usefulness of a product. I create simple, elegant and fun interactions that make meaningful and streamlined experiences. Thus, helping organizations make better decisions.



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## Experience

### Sense BI solutions

2018 - Present

#### Head of Web & Design team

Establishment of the design and web studio from scratch.  
Leading designers, developers, and data analysis team of the product in the development process from conception and development to pricing, selling, and launching.  
As part of the studio activities, I deal with complex B2B and B2B2C systems projects and B2C projects that combine interaction with hardware (such as robots and autonomous cars)

2017 - 2018

#### Product Designer

Applied research-based principles to drive the design of products that fully support end-user needs while also achieving the business vision.  
Designed cross-platform applications and complex systems that required strong analytical capabilities.  
Researched and identified problems through stakeholder talks.

2016 - 2017

#### UX UI BI Designer

Designed BI dashboards and complex system interfaces; handling the display of a great amount of data for diversified users.

### Maskit

2014 - 2015

#### Fashion Designer

Maskit is the mythological, first local fashion warehouse that was established by Ruth Dayan in the 1950's.

## Education

2014 - 2015

#### Usability and user experience, Netcraft Academy

A professional course of UX principles and methodologies. Gaining practical skills in market research, users interview, information architecture design and user scenarios define.  
Knowledge in Mockup tools: Axure, Invision, XD, Sketch, Illustratore, Photoshop.

2010 - 2014

#### B.A degree in fashion design, Shenkar

Learned the end-to-end process of fashion design from creating a concept to collection design and presentation to industrial influencers.