

Yoav Cohen

Senior Product Designer | Design Systems · UX Strategy · AI-Assisted Design Workflows

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Senior Product Designer with 5+ years leading end-to-end design for high-traffic B2C and complex B2B enterprise products, driving a 30% reduction in operational task time and experiences serving 2M+ daily active users. Skilled in UX strategy, design systems, and user research, with hands-on leadership designing an AI-powered enterprise platform solo. Mentor and educator (Figma lecturer, Reichman University).

WORK EXPERIENCE

Head of Product Design / Stargo

2026

- Own end-to-end product design for an AI-powered B2B enterprise logistics platform as sole designer, driving UX strategy, information architecture, and execution across complex operational workflows.
- Design user journeys and interactive prototypes using Claude Design and Figma, partnering directly with Engineering to hand off production-ready specs to AI-assisted development workflows (Claude Code), accelerating time-to-ship.
- Built and scaled the company's Figma design system and shared component library, improving design consistency and cross-functional collaboration with Product and Engineering while ensuring pixel-perfect execution.

Senior UX Designer / Keshet Media Group

2021 – 2026

- Led end-to-end product design for high-traffic B2C products serving 2M+ daily active users and generating hundreds of millions of NIS in annual revenue.
- Reduced operational task time by 30% by spearheading the UX/UI redesign of internal systems, grounded in user research, usability testing, and data-driven iteration.
- Owned new product initiatives from discovery through launch, improving usability, engagement, and cross-platform consistency across Web, native iOS/Android apps, and Smart TV.
- Created high-fidelity, user-centered prototypes and experiences using Figma, ProtoPie, and Loveable.
- Led UX research end-to-end, developing methodologies, conducting user interviews, and running usability testing, then partnered with Product, Engineering, and Leadership to translate insights into high-impact products.

Figma Lecturer / Reichman University

2024 – 2025

- Designed and taught an advanced Figma and UX design curriculum, mentoring students in 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 an HCI research project end-to-end, conducting qualitative and quantitative research and co-authoring a peer-reviewed academic paper.

EDUCATION

B.A. Communication – Interactive Communication & HCI /

2018 – 2021

Reichman University

Core focus: 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

Design Craft: Figma • ProtoPie • Design Systems & Component Libraries • Interaction Design • Information Architecture • Wireframing & Prototyping • User Flows & Journey Mapping

AI-Assisted Design & Dev: Claude Design • Claude Code • Google Stitch • Loveable

Research & Strategy: UX Strategy • User Research • Usability Testing • A/B Testing • Data-Informed Design

Leadership & Collaboration: Cross-Functional Collaboration • Design Systems Ownership • Mentorship & Teaching