Yuval Eshel

Senior Product Designer

eshelyuval.com | eshelyuval@gmail.com | Linkedin.com/in/yuval-eshel | 054-6587770 | Binyamina

Experience

Base / Sr. UX Designer
2022 – present

Lead product designer at Base – SaaS B2B platform.
- Creating and applying design strategies.
- Leading the planning and structuring of deliverables.
- Working closely with product managers, engineers, and fellow designers.
- Creating wireframes, prototypes, and ready-to-go products.
- Defining product direction and focus, while working collaboratively with product managers and stakeholders to prioritize and achieve better KPIs.
- Creating a new design system, solving UX issues, and designing new features.
- Establishing consistent design language and ensuring brand integrity.
- Mentoring and coaching junior designers.

Self-employed / UX Designer
2019 – 2022

- Providing design services to tech companies for web & mobile.
- Translating complex concepts and data into working products.
- Producing detailed wireframes, interaction maps, flowcharts, and spec documents to effectively communicate design and product requirements.
- Redesigning and architecting new environments for existing platforms.
- Providing design solutions and rationale, aligned with client objectives.

Storyball / Game Designer / Product Manager
2018 – 2019

- Writing and developing the game's design mechanics.
- Coordinating and communicating with cross-team designers.
- Main achievement: establishing new work methods and processes, including the adoption of new software to improve efficiency.
- Collaborating with the development team to ensure a successful launch.

Self-employed / UX Designer
2016 – 2018

- Providing website design, marketing design, game production, and user experience design.
- Conducting user research to provide design solutions aligned with customer needs and vision.

Sigo / Co-founder / UX Designer
2013 – 2016

- Working closely with CEO, and CTO to develop the product vision, strategy and app.
- Implementing the company's long and short-term goals.
- Developing a digital style guide and responsive design pattern library to ensure UI/UX and brand consistency across multiple platforms.
- Conducting usability test facilitation/execution.

Skills

Design

User Research
Design Strategy
User Journey
Design System
Wireframing
Prototyping
User Interviews
Usability Testing
User Interface
Game Design
Presentation Design
Mentoring

Software

Figma
Adobe Creative Suite
Office Suite
Vectorworks
3ds max

Soft

Excellent communication skills
Strong presentation skills
A team player
Agile methodologies
Quick learner
Keen sense of typography and design aesthetics

Self-employed / Designer

2006 - 2013

- Designing and supervising booths and pavilions worldwide as well as working closely with international companies and clients.
- Translating companies' values into concrete design to be used for marketing campaigns.

Bat-Sheva Graphic / Exhibition Designer

2003 - 2005

- Meeting clients and translating their ideas into sketches.
- Preparing detailed work plans.

Beiman-Cohen Design / Exhibition Designer

2002 - 2003

- Planning, designing, and managing the structure and set up of exhibitions.
- Supervising the installation of exhibits, setting schedules and budgets.

Shapira-Waxman / Exhibition Designer

2001 – 2002

- Designing international exhibition stands.
- Managing schedules, specifications, construction administration and directing construction projects to completion.

Zaurus / Exhibition Designer

2000 - 2001

- Producing sketches and three-dimensional computer-generated images.

Education

Shenkar School of Design
Computer Game Design (2010)

Istituto Europeo di Design Rome, Italy
Degree in Product Design (1998-2000)

Bezalel Academy
Industrial Design (1997)

Languages

Hebrew - mother tongue
English - fluent
Italian - good

Awards

Gameis Awards
1st Place in the Student Category (2010)

Furnishings Competition
Expo Tel Aviv (2005)

Personal Security Competition core77.com
Honorary mention (2003)

Urban Design Competition
Top 10 finalist (2003)

KOIZUMI International Lighting Design
Honorary Mention (2000)

Dupont Competition for Cookware Italy
Fiere di Milano by MACEF (1999)