

PROFESSIONAL EXPERIENCE



2016 - present • YGDesign – Self-employ | UX/UI designer

- Led end-to-end UX/UI design projects for diverse clients, managing the full product development lifecycle from initial concept and pricing to research, design, and final delivery.
- Successfully collaborated with cross-functional teams, including developers, SEO specialists, photographers, and content writers, to ensure cohesive and effective product launches.

2022 - present • John Bryce Training | Teaching associate

- Instructed UX/UI and graphic design courses at John Bryce Training, a leading IT and computerization skills provider in Israel and Europe.
- Developed and delivered comprehensive curriculum covering design software (Figma, Photoshop, Illustrator, InDesign), design and advertising theories, and WordPress website development with Elementor.

2005 - 2014 • microSteps, Inc, Maryland, USA | Co-founder and CCO

- Co-founded and served as CCO for microSteps, Inc., an Internet company specializing in online communication tools for preschools. Directed all UX/UI design for the company's core product, ensuring intuitive and engaging user experiences.
- Managed and executed all graphic design for the company's marketing and branding initiatives.
- Sold the company in 2010

1999 - 2002 • Ascola – Visual Communication College | Teaching associate

- Lectured and taught Web-Site Design courses within the interactive design department.
- Educated students on fundamental web design principles and practices.

1999 - 2002 • Extra Internet LLP | Co-founder and art director

- Co-founded and directed the art department for an Israeli company specializing in website development and design.
- Oversaw all visual design aspects, ensuring high-quality creative output.

1996 - 1998 • Box Interactive Ltd. | Art director and project manager

- Served as Art Director and Project Manager at a leading Israeli web development company.
- Managed design projects from conception to completion, ensuring adherence to client requirements and deadlines.

EDUCATION

2013 - 2018 • The Open University | Tel Aviv, Israel

B.A., Psychology

1993 - 1996 • Ascola | Tel Aviv, Israel

Graduate, Visual Communication Arts.

KNOWLEDGE & SKILLS

UX/UI Design	{	Figma	Multimedia	{	Adobe Premiere
		Adobe XD			Adobe After Effects
Graphic Design	{	Adobe Photoshop	Web Development	{	Wordpress+Elementor
		Adobe Illustrator			Html, Css
		Adobe InDesign	AI Tools	{	Chat GPT, Gemini
					Image generators

MY STORY

A highly experienced UX/UI designer and professor with over two decades of experience in digital design, uniquely blending graphic design proficiency with psychological insights. Proven ability to craft intuitive, user-centric solutions and drive product success from conceptualization to execution. An accomplished professional and team player, with the ability to learn and stay up-to-date on design trends and technological advancements. Proficient in Figma, Adobe XD, responsive design, and Adobe Creative Suite.

CONTACT ME

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LANGUAGES

Hebrew - mother tongue

English - high level



Yael Goshen
UX/UI Designer