Gal Yosef
Product UX Designer

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Password frequently updated—contact for current password

Professional Experience

Freelance UX Designer
April 2024- Present

With over 8 years of experience in the design industry, I lead UX/UI design for complex systems, AI-powered products, and AR configuration platforms. I enjoy taking ideas and turning them into testable wireframes, improving user journeys, and creating interactive experiences for both B2B and B2C audiences, all while leveraging cutting-edge AI tools to supercharge creativity, speed, and impact.

Senior Product Designer
Aug 2022- March 2024 | JFrog

- Led **end-to-end product lifecycle**, from early-stage vision and **MVP** to a scalable, production-ready solution.
- Collaborated closely with **Product Managers, R&D,** and **cross-functional teams** in an **Agile** environment to deliver secure, high-performance products.
- Partnered with development teams and researchers to address **complex technological challenges** and ensure alignment between product vision and technical execution.
- Conducted ongoing **user research, usability testing**, and iterative design improvements to optimize user experience and product functionality.
- Created clear **definition documents,** including **flowcharts,** user flows, and technical diagrams to align stakeholders and ensure smooth development processes.
- Drove product decisions based on **market needs,** customer feedback, and performance insights.
- Continuously tracked product performance and user engagement, leading to measurable improvements in **usability, efficiency**, and overall product quality.
- Balanced **technical feasibility**, user needs, and business requirements in fast-paced, complex product environments.

Senior Product Designer
Aug 2021- Aug 2022 | Avo

- Designed and optimized **B2B** and **B2C** products for web and mobile.
- Supported **go-to-market** activities through feature design and customer-focused solutions.
- Conducted **user research**, prototyping, and testing to improve product adoption and performance.
- Worked closely with Product, Engineering, and Business teams to align product features with company strategy.

Lead Product Designer
Jul 2019- Jul 2021 | Mirrori

- Led **end-to-end product development** of an **IoT**, hardware-software integrated solution for the beauty tech market.
- Applied **real-time AI** and **machine learning** to deliver personalized, data-driven user experiences.
- Collaborated with **cross-functional teams** to align **product strategy**, technical capabilities, and market needs.
- Conducted **usability testing**, rapid **prototyping**, and iterative improvements to ensure **user-centered design**.
- Supported the transition from **prototype to scalable product**, ensuring market readiness for global distribution.

Product Designer
Dec 2017- Jul 2019 | PlayCode

- Developed **user-centered solutions** for responsive web products, from concept to implementation.
- Conducted **market research**, competitor analysis, and user testing to improve product usability and market fit.
- Designed **product interfaces** and **marketing materials,** supporting product visibility, brand consistency, and business growth.
- Worked closely with **marketing teams** to define and implement **go-to-market strategies** and ensure design aligns with positioning and messaging.
- Collaborated with developers to ensure alignment between product design, **technical execution,** and business goals.

Education

2012-2014 | Haifa University- BA (Double Major) Psychology & Art History
2017 | Shenkar- Visual Communication Diploma
2017-2018 | Netcraft- User Interface Design (UI/UX)
2018 | Netcraft- User Experience Research and Design (UX)
2019 | She Codes - WEB Course - HTML, CSS, JavaScript

Skillset