

YASMIN LEVIN

PRODUCT DESIGNER

+972 58-7727190 | yaslevin93@gmail.com

www.linkedin.com/in/yasmin-levin

<https://yasmin-levin.webflow.io/>

PROFILE

With 8 years of experience in B2B, B2C, and SaaS, I lead complex initiatives with senior stakeholders. Passionate about understanding user needs, I use quantitative and qualitative data to optimize user experiences and balance business metrics with user needs.

EXPERIENCE

- 2023 - PRESENT
Senior Product Designer | Draftboard
As the first and sole UX designer at a startup:
 - I led the design process for three user groups on a job referral platform.
 - I created and maintained a comprehensive component library.
 - I conducted user research through interviews, surveys, and usability testing to uncover insights that directly informed design decisions
 - I worked close with developers ensured design fidelity, organizing regular demos to align on quality.
- 2022 - 2022
Senior Product Designer | Elevva
Designed the SaaS platform, allowing sellers to understand metrics empowering them to optimize selling across different e-commerces, determining the best platform for each.
- 2018 | 2022
Senior Product designer | Mercado Libre
BU: Advertising & Mercado Shops
The largest online marketplace in Latin America.
 - Worked with two SaaS products: the AdTech (Mercado Ads) division and the website builder platform (Mercado Shops).
 - Designed the ad bidding system to maximize seller earnings and foster advertiser competition for ad placement.
 - Led research, including: Study Design, Data collection, Analysis, Report generation
 - Created wireframes, advanced prototypes, and pixel-perfect UI designs.
 - Ensured a seamless handoff for successful implementation through collaborative efforts with developers.
 - Followed up on metrics after launch.
 - Planned and executed Design Sprints.
- 2021 | 2021 - 6 months in parallel
Teacher of Advanced Product Design | CoderHouse
 - Taught UX research concepts for each stage of the design process.
 - Conducted classes for 70 students and mentored teachers in course planning.
- 2016 | 2018
Product Designer | Con Vista Al Mar
 - Researched and designed a Real Estate platform, handling frontend HTML and CSS.
 - Conducted user research and facilitated design workshops.
- MARCH 2014 | OCTOBER 2016
Product Designer | Wobiz
Wobiz is similar to Wix for Argentina.
 - User interface tasks: Designing layout, interface, and user experience functions, prototyping, architecture information
 - Leadership: Supervising designers ensuring quality

TECHNICAL SKILLS

DESIGN SOFTWARE

Figma, Sketch, Adobe XD, Zeplin, Invision, Balsamiq, Adobe CC suit,

RESEARCH SOFTWARE

Maze, Qualtrics, Hotjar, UserZoom, Optimal Workshop

DEVELOPMENT TECHNOLOGIES:

Html5, Css3, JavaScript, Sass, JQuery, Invision, WordPress.

EDUCATION

- Israel, 2022
Oranim College of Education Oranim
English For The Workplace
- Buenos aires, 2018
Technological University National (UTN)
Bachelor's on Usability and Accesibility Web degree
- Buenos aires, 2012-2017
University of Buenos Aires (UBA)
Bachelor's on Graphic Design degree
- Buenos aires, 2015
Institute Da Vinci
Full stack

LANGUAGES

ENGLISH: Proficient
HEBREW: Intermediately
SPANISH: Native