

Giorg Yela

Sr. Product Designer

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🌐 www.gi0rg.com

Skills

Product Design • UI/UX

Prototyping • Visual Design

Design Systems • Wireframing

Accessibility (WCAG/ADA)

Responsive Design • CMS

Cross-Functional Team Leadership

Branding Ecosystems

Tools

Figma • Sketch • Webflow

Photoshop • Zeplin

Principle • Illustrator

Jira • CSS • HTML

Awards

- **Metropolitan Water District**
4 W3 Gold and 3 Silver Awards
for UX, Data Visualization, UI,
and Editorial Design
- **Scale** • Best Computer
Hardware Website – Web
Marketing Association
- **Foothill Transit** • Best Mobile
Visual Design Honors – The
Webby Awards
- **Sempra** • Best Energy Website –
IAC Awards

Experience

Digital Design Director | Sensis Agency

Los Angeles • 2013 - 2025

- Led design execution of large-scale digital platforms in government, healthcare, transportation, energy, and education sectors, translating complex requirements into clear, responsive user experiences.
- Led cross-disciplinary teams in the production of high-fidelity interfaces and interactive prototypes, guiding visual and functional execution across responsive platforms.
- Created design systems from the ground up, embedding accessibility standards and brand integrity into modular components built for long-term scalability.
- Worked closely with UX leads, developers, content specialists, and stakeholders to ensure functional clarity, visual consistency, and technical accuracy in implementation.
- Applied motion design, visual storytelling, and iterative refinement to create emotionally resonant and highly usable digital environments.

Art Director | At Play Creative

Sherman Oaks • 2011 - 2013

- Designed interactive websites and rich media experiences using ActionScript and CSS, creating entertainment-driven digital content for high-traffic campaigns.
- Produced branded assets and UI components tailored for web, mobile, and broadcast, maintaining consistency across evolving platform standards.
- Delivered polished, platform-optimized designs under fast-paced production timelines, balancing creativity with precision.
- Created custom illustrations aligned with licensed properties and campaign narratives, supporting cohesive, style-guide-compliant brand experiences.

Freelance Art Director | Visceral Arts

Los Angeles • 2007 - 2018

- Designed and developed websites using HTML, CSS, ActionScript, and WordPress, adapting to both creative exploration and client-driven objectives.
- Delivered brand identity systems and print solutions ranging from business collateral to large-format applications.
- Created custom illustrations and digital assets that aligned with each project's unique visual story and strategic intent.

Interactive Designer | Interpolls

Pasadena • 2008 - 2009

- Designed Flash-based interactive ads and microsites for medical and entertainment clients, delivering high-engagement digital experiences.
- Developed animations and interactive features using ActionScript, supporting video playback, live polls, and dynamic ad takeovers across major platforms.