

# Yaara Ayalon

Product designer with dedication and diligence. Experience in global project delivery, collaboration with stakeholders, designers and developers, to create intuitive, scalable, and accessible experiences for complex systems.

## Experience

### Wix, Wix Studio (former Editor X), Product designer

2022 - present

- Designing and characterizing complex features, providing a variety of options and user flows, while mapping all edge cases and working with existing technical constraints.
- Collaborating with all internal teams (product, R&D, content, data, marketing and creative) and representing the clients' needs and goals in discussions.
- Ensuring timely decision-making and effective communication between project stakeholders.
- Working with users to gain a vast understanding and improve user experience and product capabilities.
- Acting as the product expert, educating and guiding users through processes & ensuring their success on the editor.
- Recognized as a trusted design voice in strategic discussions

### Wix, Templates designer

2019 - 2022

- Designed and built over 20 Wix templates with different complex levels, under strict timelines.
- Lead Wix "promote" templates - marketing solutions for premium users - email marketing, social posts and more.
- Wix Design Guild accessibility expert.
- Wix Design Guild onboarding expert.

### Shenkar spokeswomen + Public Relations, Designer

2018 - 2019

Designing web and print design for Shenkar College. Including advertisements in the national press, designing departmental exhibitions, producing a press portfolio for final projects.

## Education

### Shenkar college for engineering and design, B.Des in Visual Communications

2015 - 2019

Specializations in multidisciplinary design & Digital products.

## Portfolio

+972-54-803-5826

[yaara.ayalon@gmail.com](mailto:yaara.ayalon@gmail.com)

[Linkedin](#)

## Military Service

Intelligence corps,  
Research division.

## Skills

- High interpersonal skills
- Team player
- Problem solver
- Fast learner
- Multitasker

## Languages

Hebrew (Native),  
English (Fluent)