

# Ziv Ariely

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## About Me

I'm a Product Designer with 20+ years of experience in graphic design, specializing in B2B SaaS interfaces for desktops. I'm especially passionate about creating smooth micro-interactions and engaging animations that improve user experience and bring joy to products. With a strong foundation in user-centered design and UX principles, I work closely with developers and engineering teams to deliver intuitive, research-driven solutions from start to finish. I focus on clean, structured information architecture, ensuring that interfaces are not only visually appealing but also help users efficiently accomplish their goals, all while following best practices for accessibility. Additionally, I have deep expertise in designing refined widgets for complex dashboards.

Beyond my professional work, I actively contribute to the design community by mentoring as part of "Startup Designers" on [ADPList](#), creating Figma tutorials in both Hebrew and English on my [YouTube channel \(Figbite\)](#), and publishing design-related articles on [Medium](#).

## Skills and Qualifications

- Expertise in UI/UX design principles, prototyping, and wireframing.
- Strong problem-solving and empathy skills to identify and solve complex problems in user-centered ways.
- Proficiency in Figma and Adobe Creative Suite.
- Strong communication and collaboration skills to effectively work with cross-functional teams and bring products to market under tight deadlines.
- Experience in designing responsive and accessible interfaces.
- Strong skills in animation and illustration, creating engaging and appealing visuals that strengthen the brand.
- Designing sets of icons for the product that look coherent.

## Key Accomplishments

- Solved complex widget design challenges by utilizing Material Design and implementing innovative solutions to introduce new features for the product.
- Developed a set of dozens of widgets for the "DEX" product, improving usability and consistency.
- Incorporated the company's new brand into the product across various assets, ensuring consistency and alignment with the overall brand guideline.
- Improved the accessibility of dark mode buttons by 147% using accessibility tools and verification via the inspect panel across various screen sizes.
- Introduced new color logic for the monitoring system.
- Incorporated animated elements to improve both user experience and the user interface.
- Achieved a pixel-perfect design by using a 4px grid system.
- Enhanced user experience through innovative design and animation.
- Designed and managed scalable design systems to ensure brand consistency and efficiency across products and platforms.

## Work Experience

### Innovid | Product Designer - 2023 - Present

- Designed new key features as well as improved existing ones across multiple products, collaborating with PMs to enhance UX and reduce churn.
- Integrated AI-driven solutions into various products, proactively identifying opportunities that were successfully implemented across multiple platforms.
- Played a key role in maintaining and expanding the company's design system, introducing new components based on evolving needs while ensuring accessibility best practices.
- Led initiatives to educate developers, PMs, and technical writers on Figma through in-office onboarding, Zoom sessions for global teams, and video tutorials on the internal learning platform (Loop). In addition, led specialized sessions to efficiently transition the brand team to Figma.
- Participated as a member of our design system guild, improving internal workflows and knowledge sharing, particularly in Storybook and Zeroheight, while strengthening collaboration with development teams.
- Served as both a mentor and mentee, fostering continuous learning and professional growth within the organization.

### ControlUp | Marketing Designer - 2020 - 2023

- Redesigned the company website, enhancing UX/UI, loading speed, and Google performance metrics.
- Developed and maintained design systems to improve consistency and efficiency.
- Led company rebranding, creating a distinct brand identity that set us apart from competitors.
- Initiated and managed video marketing campaigns on social media, increasing monthly leads, while also providing design consultation across departments.

### Vidazoo | UX/UI Designer | Illustrator | Animator - 2019-2020

- Managed all UX/UI for web and mobile apps.
- Led logo design, video editing, and graphic design for various platforms.
- Created captivating graphics, illustrations, and animations for games.

### Weizmann Institute of Science | Lead Designer - 2010-2019

- Oversaw web and graphic design projects.
- Responsible for all academic books, conferences, and Ministry of Education projects for the department.

### HackerU | Guest Lecturer - 2012-2013

- Delivered educational lectures on animation, Photoshop, and Illustrator.

### Crew 972 | Character Animator - 2009-2010

- Worked as a Character Animator for the 'Road Runner' shorts on Cartoon Network, for Warner Bros.

### Weizmann Institute of Science | Graphic Designer - 2007-2009

- Led the development of engaging animations for different projects.
- Contributed to website design by creating compelling online experiences.
- Produced educational assets across digital and print media, enhancing learning experiences.

## Education

- **Netcraft Academy** - Graduate Certification in UX/UI - 2018
- **AnimationMentor.com** - Graduate Certification in Character Animation - 2006-2007
- **Tiltan Art College** - Completed a 3.5-year certificate program in Graphic Design - 2003-2006

## Languages

- Hebrew (mother tongue)
- English (highly proficient)

## **Military Service**

IDF - Artillery forces (full service) - 1999-2002

## **Volunteering**

- UX/UI Designer for [Meirim](#) - Designing new features for the website and improving user engagement
- UX/UI Designer for [Start-Ach](#) - Designed a mobile app for local civil defense units