

Ziv Ariely

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About Me

Senior Graphic Designer with 20+ years of experience, passionate about creating seamless micro-interactions and slick animations that enhance the user experience. Proven expertise in designing user interfaces for B2B SaaS desktop software, collaborating with developers and engineering teams, and delivering projects from start to finish, keeping in mind user-centered design and UX laws. Creates clean and intuitive user interfaces based on information architecture principles, user research, and problem-solving. Expertise in designing aesthetically pleasing widgets for complex dashboards.

In my free time, I create Figma tutorials in both Hebrew and English on [my YouTube channel](#) and publish articles in the field of design 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 Adobe Creative Suite and Figma
- Incorporated the company's new brand into the product across various assets, ensuring consistency and alignment with the overall brand strategy.
- Great 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

ControlUp | Marketing Designer - March 2020 - August 2023

- Redesigned the company website, improving UX and UI, loading speed, and performance on Google.
- Developed and maintained design systems, improving consistency and efficiency.
- Led company rebranding, creating a new brand identity that emphasizes a unique look for the company, separating us from our competitors.
- Initiated and managed video marketing campaigns on social, increasing leads per month.
- Served as an in-house graphic and design consultant, providing guidance and support for the CEO and other departments on various projects.

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, creating compelling online platforms.
- 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

Operations Sergeant, Artillery Corps, 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