

# Ziv Ariely

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## ABOUT ME

As an experienced Senior UI Designer with nearly two decades in the design industry, I bring a deep passion for the product field to every project. My expertise lies in crafting seamless user experiences, with a particular focus on micro-interactions and animation.

In addition, I create free content on my [YouTube channel](#), offering Figma tutorials in both Hebrew and English. I also publish articles in the field of design on [Medium](#). Beyond my professional work, I find fulfillment in giving back through volunteer work at Meirim as a UX/UI Designer.

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## KEY COMPETENCIES

- User-Centered Design
  - Information Architecture
  - User Research
  - Wireframing
  - Visual Design
  - UI/UX Design Excellence
  - Innovative Ideation
  - Cross-Functional Collaboration
  - Adobe Creative Suite Mastery
  - Technical Problem Solving
  - Figma
  - Design System Enhancement
  - Prototyping Expertise
  - Professional Development Commitment
  - Empathic UX Design
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## WORK EXPERIENCE

### ControlUp

#### Product Designer | Senior Graphic Designer

March 2020 - Present

I served as a pivotal member of the product design team at ControlUp, where my work extended across all of the company's products. I collaborated closely with developers, product teams, SDR, marketing, CEO, and more to drive iterative enhancements and elevate product quality. My impact on the company was immense, as I also took on the role of leading the company's rebranding efforts and successfully applied it to the new product, ensuring a consistent and appealing visual identity.

#### Accomplishments:

- **Enhanced User Experience:** Led a comprehensive overhaul of the user interface and experience, elevating product usability and boosting user engagement through innovative animation-driven feature enhancements.
- **Innovative Product Usability:** Took charge of the development of a diverse array of widgets for the "DEX" product, crafting a cohesive, user-friendly design. Introduced new features, significantly improving user experience.
- **Design System Optimization:** Managed the enhancement of our design system, incorporating brand-aligned color palettes and achieving an impressive 147% contrast improvement. Successfully balanced dark and light mode aesthetics, expanded color options, and implemented iterative design practices to enhance cross-functional alignment.
- **Creative Problem Solving:** Addressed intricate design challenges with innovative solutions. For instance, I devised a visually intuitive widget capable of displaying dozens of variables. This solution incorporated grayscale as a default with interactive hover effects, dynamic legends, and tooltips, resulting in a prototype that markedly improved user comprehension and engagement.

## Vidazoo

**UX/UI Designer | Illustrator | Animator**

**2019-2020**

**Accomplishments:**

- Managed 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

**2010-2019**

**Lead Designer**

**Accomplishments:**

- Oversaw web and graphic design projects.
- Managed academic books, conferences, and Ministry of Education projects.

## HackerU

**2012-2013**

**Guest Lecturer**

**Accomplishments:**

- Delivered educational lectures on animation, Photoshop, and Illustrator.
- Developed curriculum and content for Adobe Illustrator and Photoshop instruction.
- Conducted lectures on the "12 Principles of Animation."

## Crew 972

**2009-2010**

**Character Animator**

**Accomplishments:**

- Collaborated as a Character Animator for 'Road Runner' animations in the globally broadcasted 'New Looney Tunes' on Cartoon Network, under the Warner Bros. umbrella.

## Weizmann Institute of Science

**2007-2009**

**Graphic Designer**

**Accomplishments:**

- Led the development of engaging and concise animations using Macromedia Flash, focusing on brevity and visual impact.
- Demonstrated versatile expertise by contributing to website design, creating compelling online platforms that effectively communicated information and engaged audiences.
- Produced a variety of educational assets across digital and print media, emphasizing the enhancement of learning experiences through visually appealing and informative materials.

## EDUCATION

### **Netcraft Academy**

Graduate Certification in UX/UI

### **AnimationMentor.com**

Graduate Certification in Character Animation

### **Tiltan Art College**

Graduate Certification in UX/UI

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## OTHER SKILLS AND SOFTWARE

- Product Design
  - UI/UX Design
  - Prototyping
  - Graphic Design
  - Character Animation
  - Illustration
  - Video Editing
  - Animation
  - Adobe After Effects
  - Adobe XD
  - Adobe Photoshop
  - Adobe Illustrator
  - Adobe Indesign
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## LANGUAGES

- Hebrew (mother tongue)
- English (proficient)