

Yehuda Amitzur

UX/UI Designer

ABOUT ME

UX/UI Designer with a background in Visual Communication.

Expert in characterizing and designing **B2B products**, complex systems, and consumer apps end-to-end, from user research to final UI. Possesses expertise in building design systems on a semantic token layer, leveraging **AI tools** across the design workflow, and grounding design decisions in quantitative and qualitative research.

EXPERIENCE

UX/UI Designer | Freelance (2023 - 2026)

- Led **end-to-end (E2E)** characterization and design processes for responsive websites, portals, dashboards, and complex systems for a variety of clients.
- Managed direct workflows with developers (Hand-off), product managers, and organizational stakeholders, while maintaining business goals and an intuitive user experience.
- Conducted user research, built personas, information architecture, wireframes, and complex prototypes to identify and solve pain points in digital work environments.
- Optimized conversion rates (CRO), refined user flows, and simplified digital forms to reduce friction.

PROJECTS

Bianca | B2B Restaurant Management Dashboard (2026)

- Led the full design cycle of a **B2B system**: a survey of 48 managers and 572 employees, competitor analysis, prototyping, and a scalable Design System.
- Designed a dashboard around decisions, not data display, cutting the cognitive load found in research.

Talmin | AI Learning App & Design System (2025)

- Designed an E2E tablet learning app and trained an **AI agent** that adapts each lesson to its grade level.
- Built its Design System from **72 base tokens**: a semantic layer over primitives and hand-off docs for 15 components.

EDUCATION

Open University of Israel (2020 - 2023)

B.A. in Visual Communication

Prog College (2024)

UX/UI Design

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 [LinkedIn](#)

 [Portfolio](#)

TOOLS

- Figma & Figma Make
- Claude
- Photoshop
- Illustrator
- After Effects
- Midjourney
- Runway
- Gemini
- CSS & HTML
- Wordpress - Elementor

LANGUAGES

Hebrew Native

English Full Professional Proficiency