

Yuval Eshel

Senior Product Designer

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Experience

Nexite / Sr. UX Designer

2023 – present

Lead product designer for a B2B retail-tech SaaS platform, driving AI-powered and data-driven product experiences.

- AI Chat Platform: Leading the end-to-end UX for a conversational AI interface, focusing on natural language processing and intuitive human-AI feedback loops.
- Retail & Mobile Ecosystems: Designed a high-impact Retail Dashboard and dedicated Mobile Apps for Visual Merchandisers (VM) and Store Managers to optimize operational efficiency.
- Product Strategy: Defining product direction and focus, collaborating with PMs and stakeholders to prioritize features that directly improve KPIs.
- System Architecture: Leading the planning and structuring of deliverables, including the creation of a new Design System to solve complex UX issues.
- End-to-End Delivery: Solving UX challenges and designing new features from initial wireframes to ready-to-go products.

Base / Sr. UX Designer

2022 – 2023

Lead product designer at Base – SaaS B2B platform.

- Defining UX strategy and product direction in collaboration with PMs and stakeholders.
- Designing scalable features from wireframes to production-ready solutions.
- Building and maintaining a design system to ensure consistency and efficiency.
- Solving complex UX challenges and improving overall product usability.
- Mentoring junior designers and elevating team standards.

Self-employed / UX Designer

2019 – 2022

- Providing design services to tech companies for web & mobile.
- Translating complex concepts and data into working products.
- Producing detailed wireframes, interaction maps, flowcharts, and spec documents to effectively communicate design and product requirements.
- Redesigning and architecting new environments for existing platforms.
- Providing design solutions and rationale, aligned with client objectives.

Storyball / Game Designer / Product Manager

2018 – 2019

- Writing and developing the game's design mechanics.

Skills

Design

User Research
Design Strategy
User Journey
Design System
Wireframing
Prototyping
User Interviews
Usability Testing
User Interface
Game Design
Presentation Design
Mentoring

Software

Figma
Adobe Creative Suite
Office Suite
Vectorworks
3ds max

AI & Productivity

Figma Make
Base44
V0
ChatGPT
Gemini

Soft

Excellent communication skills
Strong presentation skills
A team player
Agile methodologies
Quick learner
Keen sense of typography and design aesthetics

- Coordinating and communicating with cross-team designers.
- Establishing cross-company workflows and driving adoption of new tools to improve team efficiency.
- Collaborating with the development team to ensure a successful launch.

Self-employed / UX Designer

2016 – 2018

- Providing website design, marketing design, game production, and user experience design.
- Conducting user research to provide design solutions aligned with customer needs and vision.

Sigo / Co-founder / UX Designer

2013 – 2016

Lead product designer at Sigo – B2C platform (messaging app).

- Working closely with CEO, and CTO to develop the product vision, strategy and app.
- Implementing the company's long and short-term goals.
- Developing a digital style guide and responsive design pattern library to ensure UI/UX and brand consistency across multiple platforms.
- Conducting usability test facilitation/execution.

Self-employed / Designer

2006 - 2013

- Designing and supervising booths and pavilions worldwide as well as working closely with international companies and clients.
- Translating companies' values into concrete design to be used for marketing campaigns.

Bat-Sheva Graphic / Exhibition Designer

2003 - 2005

- Meeting clients and translating their ideas into sketches.
- Preparing detailed work plans.

Beiman-Cohen Design / Exhibition Designer

2002 - 2003

- Planning, designing, and managing the structure and set up of exhibitions.
- Supervising the installation of exhibits, setting schedules and budgets.

Shapira-Waxman / Exhibition Designer

2001 – 2002

- Designing international exhibition stands.
- Managing schedules, specifications, construction administration and directing construction projects to completion.

Zaurus / Exhibition Designer

2000 - 2001

- Producing sketches and three-dimensional computer-generated images.

Education

Shenkar School of Design
Computer Game Design (2010)

Istituto Europeo di Design Rome, Italy
Degree in Product Design (1998-2000)

Bezalel Academy
Industrial Design (1997)

Languages

Hebrew – mother tongue
English – fluent
Italian – good

Awards

Gameis Awards
1st Place in the Student Category (2010)

Furnishings Competition
Expo Tel Aviv (2005)

Personal Security Competition core77.com
Honorary mention (2003)

Urban Design Competition
Top 10 finalist (2003)

KOIZUMI International Lighting Design
Honorary Mention (2000)

Dupont Competition for Cookware Italy
Fiere di Milano by MACEF (1999)