Leor Yehuda

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SUMMARY

I'm a Product & UX/UI Designer with a foundation in Architecture, and over 7 years of professional design experience. I create user-friendly, research-backed designs with keen attention to detail. My goal is to align designs with business objectives and satisfy user needs, goals, and frustrations.

EXPERIENCE

Founder + Product Designer + Brand Designer | Dyke District　　　　　　**August 2022 - Present, New York, NY**
- Founded a queer physical goods company that sells products in the shape of buildings and safe spaces within the queer community.
- Created company branding, 3D prototypes, and images for physical and digital product designs and marketing content.
- Conduct user research to ensure products and branding continually match user interest and needs.
- Manage all manufacturing, packaging, sales, and shipping of products, and ensure satisfaction and consistency in customer service.

Product Designer | Shuk　　　　　　**August 2022 - October 2022, Remote**
- Re-designed the user experience and user interface of the mobile real estate app's key features, resulting in a 25% increase in customer engagement.
- Collaborated with 1 designer and 2 researchers to define and implement user-centric processes for research, design, and testing.
- Conducted heuristic analysis of existing mobile app interface identifying key areas of improvement.
- Le design workshops with 2 designers and 2 researchers to implement research insights into onboarding, add property, property management, and landlord/renter chat features.
- Created and oversaw overall designs with a small team of 5, including 1 product designer, 2 researchers, 1 developer, and CEO.

Product Designer | Moolah U　　　　　　**June 2022 - August 2022, Remote**
- Increased user retention by 4% as lead designer for onboarding, account set up, and key introductory product features.
- Presented user research, prototypes, and other design artifacts to developer and CEO to obtain advocate for better user experience.
- Led design workshops with 2 product designers and 2 researchers to implement actionable insights from intensive user research.
- Collaborated with 1 developer, business stakeholders, 2 product designers, and 2 researchers in a fast-paced agile environment.
- Co-led design system workshops with 1 product designer, obtaining CEO buy-in and spearheaded implementation.

CAD Coordinator + Architectural Designer | Chango & Co　　　　　　**December 2019 - Present, New York, NY**
- As a CAD Coordinator, created and continually iterated on as-built surveying and AutoCAD design standards within a company of 6 managers and 10 designers, to ensure smooth designer workflow on all high end residential design projects.
- Onboard and train all incoming designers and managers on CAD, drawing organizational, and surveying standards by providing one-on-one mentoring sessions, holding weekly standards meetings, and creating online training materials.
- As an Architectural Designer, create architectural drawing sets, details, 3D renderings, client presentations, and FF&E packages for all projects with both interior design and architectural design teams using AutoCAD and Rhino.
- Stage and install projects with furniture, lighting, and artwork for final client handoff and photo documentation.

Architectural Designer | Robert Couturier, Inc.　　　　　　**April 2018 - July 2019, New York, NY**
- Collaborated with the architecture team, interior design team, and Robert Couturier on designs for high-end residential projects.
- Created architectural sets, details, 3D renderings, & FF&E packages, & shop drawings for construction, millwork, & custom furniture.
- Collaborated with the interior design team to help stage client homes.

Architectural Designer | Laurence Jones Architects　　　　　　**May 2016 - January 2018, New York, NY**
- Created architectural sets, details, 3D renderings, & FF&E packages using Rhino, Vray, AutoCAD, & Photoshop.
- Provided client presentations for SVA, HUdson Yards, & Jazz at Lincoln Center.
- Created construction documents & architectural BID sets using AutoCAD.

EDUCATION

UX Design, Certificate of Completion
General Assembly • New York, NY • 2022

Bachelor of Architecture
Minor in Art • The City College of New York • New York, NY • 2017

SKILLS

Tools
Figma, Photoshop, Illustrator, InDesign, Adobe CC, Procreate, 3D Printing + Prototyping with Bambu Labs, AutoCAD, Rhino, Lumion

Design + Research
Wireframing, Prototyping, Mockups, Animation, User Research, Usability Testing, Personas, Journey Maps, Competitive Analysis, A/B Testing, Ideation, Animation, Low & Hi Fidelity Wireflows, Design Systems, Style Guides, Maze.co, Optimal Workshop