



TAMAR YADIN

A Designer with over 10 years of experience building and leading ux teams in New-York and Tel-Aviv. Rooted in visual design excellence, passionate about clear communication and delivering meaningful, high-impact product experiences.

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Experience

2023 → Present • Tel-Aviv

Product Design Consultant

Helping companies build better products through user-centered design, uncovering customer needs and shaping thoughtful experiences.

Career Break ☀

2024 → 2025

Traveled around the world for a year.

Codecademy

2020 → 2023 • NYC

Product Design Manager

- Led a small team of designers, facilitated weekly design reviews and conducted regular individual performance evaluations.
- Defined design standards, strategy, and processes for key product areas.

Senior Product Designer

Designed and led projects end-to-end across the conversion, discoverability and growth teams, defining goals, timelines and delivery.

Similarweb

2017 → 2019 • Tel-Aviv

Product Designer

Led the UX and visual design processes from ideation to implementation in growth and core product teams.

Apester

2016 → 2017 • Tel-Aviv

UX/UI Designer

Crafted the UX & UI of an editor app, performance monitoring dashboards and management tools, iOS app and the homepage.

Internships & Education

Long Tall Sally

2014 • London

Design Intern

Created graphics for the website, printed catalogs and stores.

Shenkar College of Design and Engineering

2011 → 2015

B.Des. Visual Communication
cum laude

Interaction design and Illustration.

Wiklund (UL)

2010 → 2011 • Boston

Design Intern and Freelancer

Created UI for medical apps and devices, observed and analyzed usability tests.

IDF

2008 → 2010

Intelligence Analyst

Recipient of the President's Award for Excellence.

Languages

Fluent in English and Hebrew