

Yaniv  
Zada



Systems  
Interface  
Designer  
at Channel  
12 News



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## Summary

I have a tendency to lean into projects that necessitate problem-solving, hierarchy, complexity, consistency, and visual systems. I'm driven by curiosity, persistence, grit, and experience in collaborating with partners and stakeholders closely throughout the design process. That experience proved vital to creating the best product. I have a craving to defy what's possible, independent, detail-oriented, and have effective time management.



## Education

**Bezalel Academy / B. Design**  
NOV 2015 - AUG 2020, JERUSALEM IL

UX Design • Story Telling • Interaction Design • User Interface Design • User Testing • Motion Design • Design Systems • Typography



## Relevant Courses

**Google UX Design / Coursera**  
**UX Fundamentals / Udemy**



## Skills

**Design:** Interface Design • Motion design • Animation • Illustration • User Interface • Wireframes • Mockups • Typography

**Collaboration:** Communicating with developer teams while managing a wide verity of projects • Starter • Goal setting • Detail-oriented • Communicative • Task prioritizing • Resilience

**Software:** Figma • Photoshop • Illustrator • After Effects • Element3D • Blender • Cinema4D • Premiere



## Work Experience

### Channel 12 News

- Systems Interface Designer**  
OCT 2021 - PRESENT, JERUSALEM IL
  - Lead, research and develop design systems while collaborating closely with developers, art director, and stakeholders.
  - Design, research, and implement the 24`th 2021 Israel Elections across a wide variety of cross-media projects involving branding, UI design, motion, print, and web design.
- Lead Brand Designer**  
MAR 2021 – OCT 2021, JERUSALEM IL
  - Lead and create the design of major scenario looks.
- Motion Designer**  
SEP 2019 – MAR 2021, JERUSALEM IL
  - Responsible for daily graphic design content for on-air demands.

### Bynet / Network Center Operator

- AUG 2017 - AUG 2020, JERUSALEM IL
- Responsible for network center operation.
  - Operating tier 1 and 2 tasks.
  - Initiated operational efficiency by creating interactive operation applications that enhanced operators handling abilities by over 60%. Recruitment and teaching process reduced by 50%.

### Israeli Defense Force / Multimedia Designer

- NOV 2007 - NOV 2010, IL
- Led and designed military multimedia instructional interaction products.
  - Led meetings with unit officers, laying and developing best unit practice products.
  - Collaboration with Art director, Content Editors, and Language Proofing.