YUVAL TENENBAUM

UX/UI & Visual Designer
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PROFILE

I design products around users' needs, motivations, and behaviors, with a focus on UX writing and copy. My background in the humanities, theatre, and teaching helps me turn complex ideas into clear language and design.

SKILLS & TOOLS

Core Skills

UX/UI Design: User research, information architecture, user flows, wireframing, prototyping
UX Writing & Copywriting: Microcopy, CTAs, contextual feedback, website copy
Visual Design: Typography, visual hierarchy, brand identity

Tools

Design Tools: Figma, Illustrator, Photoshop, Adobe Express, After Effects (basic animation)
AI – Vibe Coding: Lovable · Base44 · Figma Make · ChatGPT

Soft Skills

Explaining design decisions · Audience-focused communication · Active listening
Stakeholder collaboration · Applying feedback · Public speaking

SELECTED PROJECTS

UX/UI & UX Writing

Polz — Built two interactive prototypes. The first clarified the available actions, making the feed easier to use. The second aimed to encourage further participation by giving users feedback after voting and sparking curiosity about other users.

Kesher Ben Dori — Redesigned an intergenerational nonprofit's website to reach three distinct audiences. Used interviews to identify what each audience needed, then designed a separate path and wrote tailored copy for each group. Built a working prototype in Lovable.

Visual Identity

Snapir — Designed the logo selected by the company and developed tagline concepts to position Snapir as an established importer of diving, water sports, and fitness equipment.

International Puppetry Festival — Created an independent visual tribute to Holon's puppetry festival: a poster series adapted for social media and merchandise.

EXPERIENCE

UX/UI Designer & UX Writer · Polz — Collaborated with the founders to identify barriers to poll participation and address them through interface design and copy.

Teaching

Literature and Jewish Philosophy Teacher · Herzliya Hebrew Gymnasium (2020–2025)
Literature Teacher · Thelma Yellin High School of the Arts (2016–2020)
Prepared students for Israel's matriculation exams by making literature and plays accessible.
Built critical thinking through comparing readings, developing interpretations, and supporting them with textual evidence.

Digitizer · Israeli Folktale Archive (2016–2017) — Helped an academic team digitize the archive's entire collection.

Tour Guide · The Children's Museum in Holon (2010–2014) — Led tours in Hebrew and English including for groups of children with disabilities.

Actor — (2009–2013) — Performed in fringe theatre productions, at the Short Theatre Festival, and with a children's repertory theatre company.

EDUCATION

Graphic Design / UX/UI Studies — **Studio 6B**, 2025–2026
M.A. in Folklore and Folk Culture (with thesis) — **Hebrew University** · Graduated with honors
B.A. in Hebrew Culture and Comparative Literature — **Tel Aviv University** · Magna Cum Laude
Acting and Theatre Studies — **Beit Zvi** · Graduated with distinction · Scholarships and awards

AWARDS & SCHOLARSHIPS

Scholarships and excellence awards in theatre, humanities, and graduate studies.

LANGUAGES

Hebrew (Native) · English (Professional) · German (Beginner)