

YULIA KRIJANOVSKI

Product Designer

yuliakrijanovski@gmail.com · [Linkedin](#) · [Portfolio](#) · 052-6499496

SUMMARY

Product designer with 5+ years across B2B and B2C companies, known for taking on what doesn't exist yet - building solutions and design guidelines from scratch when there's no playbook to follow, and owning that process independently from brief to real-world use. Strong at turning complex, data-heavy systems into clear, intuitive products, moving fast with a research-driven, fail-fast mindset. Currently deepening hands-on fluency with AI-native design and build tools through independent projects.

PROFESSIONAL EXPERIENCE

Product Designer | Self-Initiated AI Projects *2026 - Present*

Independently designed and built products end-to-end using AI-native tools like Claude Code and Figma Make, and through vibe coding - developing the speed and fluency today's design roles increasingly require.

Product Designer | Placer.ai *2022 - 2025*

Sole designer on the Incubation team, owning end-to-end design for every POC and MVP - each one something entirely new, often built without an existing design system to lean on. Partnered with stakeholders across the company - through research, client calls, and rapid iteration - to take each concept from brief to real-world use by end customers, turning raw foot-traffic data into clear, actionable solutions. Created and rolled out design guidelines for teams building in Tableau, training them to work by a consistent set of rules so solutions stayed visually and functionally aligned across the Incubation team. Thrived in a highly dynamic environment, balancing concurrent design work across 3+ PMs and rapidly context-switching between diverse client industries - embracing a fail-fast mindset to quickly build, test, and discard concepts until finding the right solution.

UX Designer | Elementor *2021 - 2022*

Designed a system of modular, flexible website building blocks used by millions of businesses worldwide, from niche verticals to e-commerce. Conducted UX research and audits of leading and competitor sites to identify behavioral patterns, translating them into layout and component decisions that felt intuitive to end users. Balanced specificity and scale - solutions tailored enough to a given industry, yet flexible enough for a broad range of businesses to adopt. Worked closely with content editors, UI designers, and developers to bring each concept from idea to a live product.

UX Designer | Salant ID *2020 - 2021*

Designed UX for complex systems such as CineMedia and for B2C mobile apps such as Strauss Water. Worked independently with clients throughout the process: received a brief, translated it into a design solution based on the app or system's existing screens and flows, then collected feedback directly from product owners and refined the work until each solution met the client's needs. Managed multiple parallel projects end-to-end, from initial requirements to final delivery.

EDUCATION

BA in Communications & Web Technology | Bar-Ilan University *2014 - 2017*

UX Design Certification | Create School *2019*

TECHNICAL SKILLS

Design & AI: Figma, Figma Make, Claude Code, Rapid Prototyping, Wireframing, Design Guidelines

Core UX: User-Centered Design, Research, Information Architecture, Cross-Functional Collaboration, Tech Docs

Languages: Hebrew, English (Professional), Russian (Native)