


Enmanuel Yasell


Senior UI/UX Designer | Graphic designer | Video Prod.


Relevant experience: 6 years

Total experience: 10 Years

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 Holon, Israel

Summary



Innovative and detail-oriented Senior UI/UX Designer and Motion Graphics Specialist with 6 years of experience across

digital design, visual communication, and video production. Pro cient in translating user needs into intuitive, visually appealing designs that drive engagement and enhance user experience.

Work Experience

Prodrops.gg Sep 2022 - Oct 2024

Senior UI/UX Designer & Motion Graphics Artist

- Designed user-friendly, high-impact UI/UX interfaces, including wireframes, prototypes, and user flows for web and mobile applications, increasing customer satisfaction by 20%.
- Created visually compelling marketing videos incorporating motion graphics and video editing, improving brand engagement by 30% across digital platforms.
- Collaborated with product managers, developers, and marketing teams to solve design challenges and align brand visuals with business objectives.
- Successfully led A/B testing and design iterations based on user feedback, optimizing product usability and interface performance.

Nerd 148 Jan 2022 - Jun 2022

Graphic Designer | Video Editor for Marketing

- Produced high-quality visual designs for digital marketing, using wireframes and graphic design elements that improved brand recognition by 15%.
- Developed and edited promotional videos for social media, boosting social engagement rates by 20%.
- Managed social media strategy and content creation, achieving a 10% increase in follower growth within 6 months.
- Solved visual design challenges by working with stakeholders to ensure the design aligned with marketing objectives.

Cuballama Apr 2020- Jan 2022

UI/UX Designer | Website Designer

- Designed user-friendly, high-impact websites, including responsive layouts, interactive prototypes, and optimized user flows for web applications, increasing customer satisfaction by 20%.
- Created visually compelling web assets and animations, improving brand engagement by 30% across online platforms.
- Collaborated with product managers, developers, and marketing teams to address design challenges and ensure seamless integration of web visuals with brand objectives.
- Successfully implemented A/B testing and iterative design processes based on user feedback, enhancing website usability and overall performance.

Cubanacan Jan 2019 - May 2021

Junior Web Designer

- Assisted in designing responsive web layouts and user flows, contributing to a 10% improvement in user satisfaction.
- Created engaging web assets to support digital marketing campaigns.
- Worked closely with senior designers and developers to address design challenges and ensure brand consistency.
- Supported A/B testing and design updates based on user feedback to enhance website usability.

Technical expertise

English 
Spanish 
Hebrew 

Methodology/Approach

Agile methodology Wireframes
A/B testings Market Research

Tools

Adobe Photoshop Adobe Illustrator
Adobe After Effects Figma
Adobe Premiere Pro Blender

Education

UX Design Certification - User Experience
CareerFoundry Jan 2017 - Aug 2018

UI Design Certification - User Interface
CareerFoundry Jan 2017 - Aug 2018

MA - Fine Arts
Instituto Superior de Arte Sep 2015 - Nov 2017

- Video Production, Motion Graphics, 3D Animation
self-directed learning Nov 2017 - present