

# Yuval Halperin

PRODUCT DESIGNER  
SPECIALIZED IN AI SYSTEMS &  
COMPLEX B2B PLATFORMS

## Contact Info

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📍 Hebrew | Native speaker || English | Fluent

📁 Portfolio: [yuvalhalperin.com](https://yuvalhalperin.com)

## PROFESSIONAL EXPERIENCE

- **Product designer** *MarkeTeam.AI*  
2023 - Oct 25  
AI-powered marketing platform enabling teams to plan, create, and manage campaigns in one unified workspace.
  - Led the end-to-end design of an AI-driven platform built around autonomous marketing agents, including core experiences such as Organization Settings, Billing, API dashboards, and the Brand Hub. Defined flows for permissions, team management, seat upgrades, and error handling to improve operational clarity and reduce friction.
  - Designed collaborative AI-powered content tools for social media, campaign planning and email creation, enabling users and agents to work together in real time within a unified workspace.
  - Built a scalable Figma design system (components, spacing, typography, OKLCH color tokens) and delivered detailed specs and documentation to engineering.
  - Partnered closely with founders, engineering and marketing to align product decisions with business needs, producing assets for GTM launches, demos and investor materials.
- **Product specialist** *YOOM*  
2021 - 2023  
High-paced startup specializing in volumetric video capture and real-time 3D media production.
  - Managed end-to-end processing across complex capture systems, collaborating closely with product and R&D to define feature vision and transition the system from POC stage to a structured, user-centric product.
  - Provided hands-on technical insights and design research to support product decisions and workflow improvements.

## EDUCATION

- **User experience design**  
Technion  
2020 - 2021
- **Industrial design**  
Shenkar College / Study for BA  
2017 - 2022

## MY SKILLS

Product thinking · UX & Interaction design · User flows · Visual design · Design systems & Ops · Cross-functional collaboration

## TOOLS

Figma · Adobe Suite · Tailwind / DaisyUI · AI Tools (Midjourney, ChatGPT)

\*Outside of design, I'm usually gaming, learning, or building things just for fun.