



Yoni Levy

Hands-On
Design Lead

Work Experience

Pixellot [B2B2C] Design Lead

2025 - PRESENT

- **Product Design Leadership:** Leading a team of 3 designers, Rebuilt UX/UI for Pixellot's OTT and video-centric sports platforms, serving athletes, teams, and fans worldwide.
- **Multi-Platform Experience:** Ownership of user experience across mobile, web, and OTT viewing environments, including highlight creation, stats breakdowns, athlete profiles, and creative content.
- **Video-Centric UX:** Hands-on design for video workflows: clip navigation, storytelling layers, statistics integration, and user-generated content flows.
- **Cross-Functional Collaboration:** Close partnership with Product, Engineering, Algorithm, and Motion teams to deliver high-quality releases.

InfiniGrow [B2B] Design Lead

2024 - 2025

- **UX Strategy & Architecture:** Developed comprehensive UX strategies and created detailed UX architectures to optimize user flows and interactions.
- **Planning, Wireframing & Prototyping:** Led the planning and wireframing stages, creating clickable prototypes in Figma for usability testing and stakeholder reviews.
- **Design Systems:** Implemented a design system from the ground up in and embedding it into the company culture to ensure consistency and scalability across all products.
- **User-Centered Design:** Prioritized user-centered design principles, conducting extensive user research and usability testing to drive design decisions.
- **Cross-functional Collaboration:** Collaborated with product, marketing, and development teams to ensure alignment with InfiniGrow's business objectives.

About Me

Lives in Timrat, Emek Izrael |
Lovely wife + 2 Li'l Boys | B.Des
| Multi-Disciplinary Designer |
UX/UI Lover | AI Explorer |
Experienced, but still, pretty
cool dude | Knows A-LOT about
Sports | Always aiming for
perfection in design | Yossi
Shitrit is my favorite chef |
Creative | Passionate

Contact

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Links

[Website](#)

[UI Works](#)

[LinkedIn](#)

Education

Visual Communication B.Design

WIZO HAIFA 2005 - 2009

Haemek Hamaaravi

HIGH SCHOOL 1994 - 2000

Supersmart [B2B2C] Design Lead

2021 - 2023

- **UI/UX Design & Strategy:** Developed and executed a comprehensive user experience strategy to enhance the overall customer journey and drive increased user satisfaction.
- **Product Design:** Oversaw the end-to-end design UX process, from conceptualization to implementation, ensuring the delivery of user-centered and visually appealing product interfaces.
- **Design Systems:** Created and maintained design systems and style guides to ensure consistency and cohesiveness in the user interface across different products and platforms.

Broadsay [B2B2C] Head of Design

2019 - 2021

- **Creative Direction:** Led the creative direction for the design team, ensuring alignment with the company's branding, visual identity, and content-first product strategy.
- **UI/UX Design:** Oversaw the design of intuitive interfaces and engaging user experiences for a video-centric, OTT-style platform, supporting live and on-demand content consumption.
- **User-Centered Design:** Prioritized user-centered methodologies, conducting user research and usability testing to refine navigation, viewing flows, and overall product usability.

WSC Sports Technologies [B2B] Head of Design

2015 - 2018

Established the design department from the ground up, crafting the visual identity for a sports technology startup that became an industry leader | 95% product satisfaction feedbacks

- **Design Team Leadership:** I led and managed a talented team of 6 designers, including motion designers and product designers. I provided guidance and mentorship to ensure our design work was of the highest quality.
- **Brand and Visual Identity:** I oversaw the establishment and maintenance of design standards and guidelines to maintain a consistent brand image and visual identity across all our materials and products.
- **Design Strategy:** Shaping and executing our design strategy, ensuring that our UX/UI design aligned with the company's vision and business objectives.
- **Cross-Functional Collaboration:** I collaborated closely with other departments to ensure that our UX/UI designs seamlessly integrated with the company's product development and goals.

Hard Skills

- Figma
- Figma make (prototyping)
- Lovable (vibe-coding)
- Adobe Creative Suite
- Midjourney / SORA
- AI Tools
- Keynote

Soft Skills

- Creative Problem-Solving
- Strong Communication
- Empathy & User Advocacy
- Team Leadership & Mentoring
- Strategic Thinking
- Adaptability & Fast Learning
- Attention to Detail
- Collaboration Across Teams

Languages

Hebrew - Mother tongue

English - Superb