Yuval Zetone

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EDUCATION

School of Visual Arts (SVA) — **New York, NY**
M.F.A. in Interaction Design (IxD) — *May 2026*
GPA: 4.0

Reichman University (IDC) — **Herzliya, Israel**
School of Communications - B.A. in Interactive Communication — *June 2022*
- GPA: 3.7

PROFESSIONAL EXPERIENCE

School of Visual Art (SVA) — **New York, NY**
Course Assistant (Foundations of Programming, Game Design, and Design History) — *August 2024 – May 2026*
- Supported instructors across lectures, workshops, and critiques, bridging technical and conceptual material
- Provided hands-on guidance to students during projects and technical challenges

Preql AI — **New York, NY**
Product Designer — *June 2025 – September 2025*
- Shaped product interfaces and visual systems from concept to implementation
- Defined reusable components and design patterns to improve product consistency
- Translated product ideas into clear visual stories across product and marketing touchpoints

Reichman University — **Israel**
Figma Lecturer — *September 2023 – August 2024*
- Taught Figma from fundamentals to advanced prototyping and design workflows
- Guided students through project-based learning with structured feedback and real-world design practices
- Integrated Figma practice with design thinking and problem-solving approaches

Iprosis — **Israel**
Marketing Operations Manager — *June 2023 – August 2024*
- Managed marketing operations initiatives, coordinating planning, execution, and reporting
- Planned and executed company-wide conferences and large-scale events
- Designed BI dashboards in collaboration with BI developers, focusing on clarity, hierarchy, and usability of data

TZUR — **Israel**
UX Architect — *June 2022 – January 2023*
- Coordinated design and engineering teams to ensure clarity, alignment, and delivery
- Planned and guided product direction by translating client needs into clear experience frameworks
- Defined UX architecture and interaction flows for complex product systems

V-Labs — **Israel**
UX Designer — *March 2020 – June 2021*
- Designed end-to-end user flows, from early research to production-ready interfaces
- Collaborated with product and engineering to ship features in a fast-paced environment
- Translated user needs and research insights into clear interaction flows

ADDITIONAL EXPERIENCE

Milab (Media Innovation Laboratory- Reichman University) — **Israel**
Product Designer | B.A. Milab final project — *June 2022*
- Designed Tengo, a community-driven app focused on knowledge and emotional support
- Shaped the product's interaction logic and visual direction through rapid prototyping and user feedback

Israel Defense Forces (Mandatory Service) — **Israel**
Combat Fitness Instructor | Givati Brigade (84th) — *March 2016 – March 2018*
- Developed and adapted training programs for combat soldiers and officers in high-pressure environments
- Built tailored training frameworks to improve performance, focus, structure, and resilience

SKILLS

- **Skills**: Visual Direction, Interaction Design, Concept Development, Systems Thinking
- **Code**: JavaScript (p5.js), Python, Creative Coding, Physical Computing
- **Tools**: Figma, Adobe Creative Suite, VS Code, Arduino IDE, Rhino
- **Languages**: English (Fluent), Hebrew (Native)