



Lina Yohay

UI/UX Designer with experience on Branding and Illustration

📍 Netanya, Israel

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[Website](#) [LinkedIn](#)

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Languages

Hebrew (Fluent)

Spanish (Native)

English (Native)

French (Fluent)

About

I am UI/UX Designer with experience in Branding and Illustration.

In my creative perception, design empowers manifestation to shape experiences and emotions. I love conscious branding and am passionate about learning new techniques and technologies.

My colorful style defines my work. I delight in exploring new things, being authentic, taking risks, and having fun.

My creations have been represented in various formats which have included my participation in well-known brands such as Disney, Marvel, Nickelodeon, Nestle, Coca-Cola, small and medium businesses, and Startups.

BRANDS WORKED WITH

Disney

Experience

● UI/UX and Graphic Designer

| Jan 2017 - Now

Pledione Design Studio (UI/UX Design, Branding, and Illustration)

-Conducted and structured UX research for Code Ara's customers to make data-driven design decisions.

-Communicated and implemented UI Design strategies for tailor-made Software from Code Ara's clients.

-Designed branding for WorldParks, an environmental charity (part of the Google for Non-Profits program) that operates focused on protecting ecological landscapes on 5 continents.

-Developed branding for Tori Bakes gluten-free products, Kambu Kombucha beverage, and Body Blossom organic cosmetics, and led the design for Instagram for Business increasing engagement by 50% in a 6-month period.

-Cultivated a reliable network of skilled designers for contract opportunities, in optimizing the management process with clients.

-Conceptualized MIND SET PLAY Connecting Pathways mindfulness game and produced the visuals for the brand identity, packaging, printed material, and the UX/UI for the app, with a cross-functional team.



● Senior Marketing Designer

Disney | Jan 2011 - Jan 2017

PPI Worldwide Global Marketing Solutions Agency

-Designed communication assets for promotions and retail licensed products from conception to execution, for Disney, Marvel, Sanrio, Dreamworks and Nickelodeon.

-Executed visual design for loyalty campaigns, promotional items, and collectible toys from McDonald's, Unilever, Strauss, and Danone, in Israel and Europe.

-Developed web and print mini-bottles graphics for Coca Cola's Brazil Soccer World Cup campaign. More than 6 million bottles sold, and Coca-Cola topped the list of sponsoring brands with this promotion.

-Provided web content development, UI and graphics as part of the launching campaign for Gogo's Collectible toys in Supermarket C1000 in Holland.

-Conceptualized and developed panels and exhibition mockups, brochures, pamphlets, print and digital marketing material for Las Vegas Licensing Show and Nuremberg Toy Fair in Germany.

-Managed design team in Israel headquarters and developed slides for client meetings and conference presentations that boosted the marketing team to close deals with licensors.

Education & Training

- 2021 - 2022 ● **Zero To Mastery Academy**
Complete Web and Mobile Designer, UI/UX and Figma
- 2020 - 2021 ● **Udacity**
User Experience Nanodegree, UI/UX Design
- 1998 - 2004 ● **Universidad Pontificia Bolivariana**
BA in Graphic Design, Design and Visual Communications