



Lina Yohay

UI/UX Designer with experience on Branding and Illustration

📍 Netanya, Israel

🟢 Lina is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

🌐 [Website](#) [LinkedIn](#)

📷 [Instagram](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments,
Hourly Consulting, Permanent Positions

Skills

Illustration (Intermediate)

Visual Identity (Advanced)

Digital Illustration (Intermediate)

Design (Advanced)

Graphics (Advanced)

Typography (Advanced)

Packaging Artwork (Advanced)

Artwork (Advanced)

Languages

Hebrew (Fluent)

Spanish (Native)

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.

English (Native)

French (Fluent)

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