

# SHAY DANAN

[shayd99@gmail.com](mailto:shayd99@gmail.com)

052-6262217

## Summary

With a rich background spanning over 16 years, I'm a versatile designer specializing in product design, branding and marketing. My approach is to create products that stand out, clear and functional to users. Great at handling multiple tasks in fast-paced environments while keeping an eye on details.

## Professional Experience

### ***2021 - Present: Senior Product Designer - Gloww***

Gloww is the all-in-one, easy-to-use tool designed to deliver engaging live video experiences. It enables users to effortlessly plan, design, and host virtual events that promote connection and collaboration among attendees.

- Conceptualizing, planning, and designing interactive features.
- Designing the platform style guide, components and user interface.
- Actively participating in feature development and ideation.
- Collaborating with product owners to prioritize tasks effectively.
- Developing the company's branding, website, and all necessary marketing materials.
- Collaborating with Co-Founders and VP product on key KPIS: Monetization, Retention, Growth
- Providing comprehensive design support throughout the project lifecycle.

### ***2015 - 2021: Senior Product Designer - Yokee Music***

Yokee has 3 apps serving over 140M users (Google Play, Apple & Amazon App Stores) with over 1M plays every day. Founded in 2013, achieved +50% YoY growth, acquired by Stingray Group in 2017.

- Leading the company's 2 main product designs (Piano Academy, Yokee Piano,).
- UI, UX and brand design owner. Developing features and core apps driving key company goals.
- Day to day collaboration with C-level management, product managers, R&D team, QA and analysts on key KPIS: Monetization, Retention, Growth and Innovation.
- User research: identifying specific pain points for first-time users and advanced users.
- Internal and external project management - from concept development to final execution: user flow, wireframes, prototyping, A/B testing, UI design, ongoing work with the relevant developers.

- Monetization flows: in-app purchase screens tests based on user's session time, gamification features, pop-up frequency, design variations.
- Mentoring, hiring and overseeing in-house designers.

## **2014 - 2015: Head of Creative & Marketing Design - EverythingMe**

Defining and executing the brand's appearance and voice through product marketing, brand marketing, campaigns in relation to the company's culture and values.

- Produced end to end marketing materials from the Play Store to recruitment ads.
- Created video tutorials, social marketing videos, and video ads.
- Developed new concepts for Play Store, A/B testing, push notifications, social networks & seasonal campaigns, self-serve Ad platforms, etc.
- I was In charge of the standalone apps UX product design (Mole, Memory Cleaner, Notification+).
- Responsible for all the day to day maintenance of the corp. website, blog and landing pages.
- Retention and engagement product work: In-app categories designs, feature discovery, onboarding, newsletters etc.

### **Special Achievements:**

- Featured in LinkedIn's "25 Inspirational Recruitment Advertisements" book.
- Featured in "5 Creative Job Posts that Will Inspire Yours" on LinkedIn's blog.
- EverythingMe's promotional video was presented in Facebook's workshops as an example of an effective video creative.

## **2013 – 2014: Product Designer - EverythingMe**

As a product team member, I planned, specced, created and collaborated with product managers and Android developers to bring raw ideas to come alive and make millions of users happy.

- Designed cross-functional vital elements within the application screens for different platforms.
- Delivered various product materials from icons, images, buttons, type, color to styles etc.
- Created rapid prototypes and storyboards to test new features interactions.
- Took part in EverythingMe's re-branding brainstorming, planning and execution.

## **Additional Skills**

Platforms - Native / Web-based Mobile (IOS, Android), Desktop web (Webflow, Elementor).

Tools - Figma, Sketch, Principle, Photoshop, Illustrator, Lottie, Premiere Pro & After Effects.

*\*Recommendation will be given upon request.*