

Yoav Barak Senior Product Designer & Researcher

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EXPERIENCE

Microsoft 2019 – Present

Senior Product Designer & UX Researcher • Defender for Cloud

- Drove products end-to-end - from problem definition through design concepts, user validation, and ship
- Supported feature and product adoption by developing deep understanding of end users and their JTBD, framing the problem space, and applying user-centered design and product design methodologies
- Partnered with engineering and product teams — ideating design alternatives to support strategic decisions
- Applied strong systems thinking to align features and domains across Microsoft Defender — deconstructed and rebuilt features from the ground up using shared concepts, significantly simplifying the product UX
- Established the product design team's UX research practice and mentored other designers to make sure features are tested, validated, and iterated before shipping, and coaching on user-centered design and UX research best practices
- Delivered pixel perfect UI detailed design both using and contributing to Microsoft Security Fluent design system
- Adopted an AI-first approach where features were prototyped, internally validated, then tested on users and handed off to dev fully coded

Philips Healthcare 2015 – 2019

Product Design Lead • Oncology Informatics & Genomics 2015 – 2019

- First designer on the product — part of the management team, representing design and owning design strategy
- Explored the problem space through field observations and close collaboration with physicians
- Ran multidisciplinary design sprints across product, marketing, and design to define and build an MVP, tested in real hospital environments, and iterated on evidence collected in the field
- Translated highly complex clinical challenges and subject matter into simple, intuitive solutions
- Drove the usability engineering process according to UCD methodologies, in compliance with FDA and IEC 62366 usability standards

Product Designer • Radiology Advanced Visualization 2015 – 2016

- Collaborated with clinical specialists and R&D in an agile, lean environment
- Built high-fidelity, interactive mockups, observed and measured user behavior, surfaced key insights and delivered pixel-perfect solutions

Aman Digital 2012 – 2015

UX Designer

- UX conceptual and detailed design for both complex and consumer web applications including 3D design systems, mobile applications, military systems and medical devices

Intel 2010 – 2012

UX Design Intern

- While studying for my master's degree, I was part of an in-house consulting team that developed internal solutions to support chip design and manufacturing

ABOUT

For 15 years, I've been supporting product teams conceptualize and ship products across cyber security, medical devices, and other domains - combining strong product and systems thinking with pixel-perfect design and in-depth UX research, across every phase of the life cycle. I specialise in simplifying highly complex flows, creating intuitive and simple experiences. I combine pixel perfect product design skills with extensive UXR background. Im also highly skilled in the implementation of AI powered UX design workflows.

SKILLS

- System thinking
- Personas
- Design systems
- UX Research
- Figma
- UX/UI Design
- Usability testing
- Vibe coding
- AI Dev Handoff
- Product thinking
- Cyber security
- Wireframing
- Information Architecture
- A/B Testing
- Heuristic Evaluation
- Interaction Design (IxD)
- Design Strategy
- Journey Mapping
- GitHub
- Qualitative & Quantitative Research
- Mentorship
- Workshop Facilitation
- Formative & summative evaluations

EDUCATION

Ben-Gurion University 2009 - 2012

MSc — Human Computer Interaction and Cognitive Science

Ben-Gurion University 2006 - 2009

BA — Psychology and Philosophy
* Graduated with honors