

Yuval Geffen

Aspiring UX researcher & designer with a solid foundation in marketing, project management, and administration. A curious and self-driven professional, I bring expertise in qualitative and quantitative research methods, analytics, and fundamental user experience principles. Possessing strong analytical and creative skills, along with a commitment to continuous learning and effective communication, I am actively seeking opportunities to further explore and contribute to the dynamic fields of UX research and design.

EXPERIENCE

Pilates Bevital, Digital & Marketing Manager

2023 - PRESENT

- Leading successful digital & marketing initiatives, including web design and construction using UX design best practices.
- Attained a 35% increase in brand engagement and a 45% rise in lead generation and client acquisition within six months by optimizing PPC campaigns, organic social media, and web analytics.

Freelance, mPath Digital, Digital Marketing Campaign Manager

2022 - 2023

- Executed and optimized PPC campaigns on Facebook, Instagram, and Email marketing & created ad copy and content for newsletters.
- Conducted UX audits, ensuring digital assets aligned with business goals and accessibility requirements. Provided data-driven recommendations for enhanced CRO and user engagement.

Freelance, mPath Digital, Administrative Manager

2022 - 2023

- Managed administrative functions, including finances, quotes, recruiting, and demonstrated strong communication skills and adaptability. Successfully led diverse projects encompassing software implementation, portfolio creation, and website enhancement with a focus on UX and content.

The National institute for neuropsychological rehabilitation, Student Intern (Grade: 100)

2021 - 2022

- Applied evidence-based practices from cognitive psychology & neuropsychology to assist patients recovering from brain traumas.

CONTACT ME

[Linkedin](#) | [Portfolio](#)

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EDUCATION

MA in Human-Computer Interaction (HCI), Reichman University.

2023-present

BA in Psychology, The Academic

College of Tel-Aviv Yaffo. GPA: 92

2019-2022

UX Design certificate, University of Haifa.

SKILLS & TOOLS

Quantitative & Qualitative Research Methods | Usability Testing | A/B testing

UX Design | User Research | Information Architecture | Wireframing | Prototyping |

PPC Marketing & analysis

Tools

Axure RP | Figma | Qualtrics | Google Analytics | Clarity (Microsoft) | Facebook Ads Manager

LANGUAGES

English, Hebrew - Fluent.

Spanish - B1-B2 Fluency.

