# Yaron Bachman

Driving business results through user-centric design and product excellence at the forefront of the tech industry for over 8 years.

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## EXPERIENCE ___

### Design Manager @ Agoda, a Booking Holdings Company
OCT 2022 – CURRENT (1.5Y)
- Directed the strategy of Agoda Design System from scratch
- Drove primary KPI from 0% to 96% active adoption in 1 year
- Steadily increased design & development velocity QoQ
- Enhanced quality across agoda products by embedding universal standards into the design system (ie: Accessibility, responsiveness, white-label readiness, localization readiness, embedded analytics)
- Hired & managed multidisciplinary teams toward career goals

### Global Head of User Experience @ SentinelOne
APR 2020 – OCT 2023 (2.5Y)
- Directed UX in the most successful cybersecurity IPO on NYSE
- Navigated UX strategy to seamlessly integrate 2 M&As
- Established a design system to accelerate UX/FE work by 40%
- Founded a research program to facilitate user-centric design
- Hired, managed and fostered a global team toward career goals

### Product Design Lead @ Datorama, a Salesforce Company
MAY 2018– APR 2020 (2Y)
- Led the UX function on on the Platform/Core
- Formed cross-org partnerships to steer design infrastructure
- Steered the UX of AI insights / Einstein for Datorama

### Senior Product Designer @ Wix.com
FEB 2018– MAY 2020 (4M)
- Led the research & design of Wix's Subdomain business
- Conducted A/B tests, usability tests & extensive competitive analysis to iteratively perfect the user experience

### Product Design Team Lead @ Amdocs Ltd. / Frog Design, Milan
APR 2015– FEB 2018 (3Y)
- Led a global design team focused on a cross-platform suite of B2C products for the telecom industry.
- Partnered with international strategic design agency; Frog Design

## EDUCATION ___

### Interaction Design
Bachelor of Design,  H.I.T.
OCT 2011- OCT 2015

### UX Management
NN/g (Nielsen Norman Group)
FEB 2021

### Scalable Agile Framework
Elevate.to
OCT 2021

### UX Design Expert
UX Vision
NOV 2017- JAN 2018

### Design Thinking
Stanford D.School
MAR 2017 - JUL 2017

## VOLUNTEERING ___

### UX Mentor
Raichman University
OCT 2020 – OCT 2022

### UX Consultant
The 8200 Accelerator
JAN 2016 – AUG 2016