

# Yoni Afek

## Product & Communication Design

**Instacart** STAFF PRODUCT DESIGNER / SAN FRANCISCO, CA

1/2020 - Current Leading design on shopper last mile and earnings experiences.

**Freelance** PRODUCT DESIGNER / SAN FRANCISCO, CA

11/2016 - 12/2020 **Instacart:** 4 months – In-house designer on shopper team.

**Lyft:** 19 months – In-house designer on rider, driver, and internal tools teams.

**Google:** 3 months – In-house designer on Surveys in Google Marketing Platform.

**Thumbtack:** 8 months – In-house designer leading and contributing to tools for Thumbtack pros, and conversion of people looking to hire.

**Nuntio Labs:** 5 months – Sole designer prototyping product concepts and helping with communication for pre-seed AI enterprise startup.

**Factmata:** 3 months – Sole designer for online fact checking product.

**YouTube** UX DESIGNER / SAN BRUNO, CA

08/2013 - 06/2016 Led design and contributed to various projects including core watching & browsing experiences, managing & editing content, subscriptions, live streaming, commerce, and community features. Designed for mobile, tablet, desktop and mobile web.

**AppMesh** LEAD DESIGNER / SAN FRANCISCO, CA

01 - 08/2013 Solely responsible for user experience, feature development, visuals, branding, marketing & everything in between for an enterprise productivity and customer relationship management iOS application start-up.

**Google** UX DESIGN INTERN / NEW YORK, NY

05 - 08/2012 User experience design intern on the Google Docs UX team of researchers, prototypers & designers. Helped redesign specific parts within Docs & worked on a larger project spanning across the whole Drive experience.

**Microsoft** UX DESIGN INTERN / REDMOND, WA

05 - 08/2011 Worked closely with two other user experience designers and project partners to redesign the planning and visualization of the online experience for the next Windows OS. Collaborated to design the search and support, as well as create a new section.

**Carnegie Mellon** DESIGNER & TEACHING ASSISTANT / PITTSBURGH, PA

06/2010 - 01/2012 Worked with multiple schools and departments in the university as a student: The Robotics Institute, School of design, Human Computer Interaction Institute, and Computing Services Department. Teaching assistant for foundational communication design class for English graduate students.

### Education

Carnegie Mellon University  
BFA Communication Design  
2012

### Tools & Skills

Figma, Sketch, Photoshop, Illustrator, Indesign,  
AfterEffects, Invision, Framer. Fluent in HTML  
& CSS. Experienced with JQUERY.

### Website

[www.yoniafek.com](http://www.yoniafek.com)