

Yoav Broum

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Senior Product Designer • 15+ years, B2B SaaS and B2C

I take complex, configuration-heavy products and make them feel simple, working end to end from research through developer handoff. Strongest in dense B2B workflows, with a consumer background and a focus on the moment people have to trust what a tool is telling them.

WORK EXPERIENCE

ZoomInfo • July 2021 - May 2026

Sr. Product Designer (2024 - 2026) • Product Designer (2021 - 2024)

- Led design for the company's marketing product, owning projects end to end from research through developer handoff.
- Redesigned a campaign analytics dashboard around the metrics marketers actually own; after launch, weekly active accounts rose from 21% to 31% (closing on a 40% goal), 90% of beta customers called it better than before, and 100% found the visuals clear.
- Designed a CRM data-health scan that turns invisible data problems into a clear, honest case for the fix; in an early proof-of-concept it earned 95%+ positive sentiment from account managers and opened executive-level conversations.
- Designed a connected set of seller dashboards (rep, manager, and operations views) from a single source of truth, built bottom-up from the layer every other view depends on.
- Rebuilt a complex automation setup so users could configure it in one place and preview results before committing, reducing the trust gap that stalled adoption.
- Contributed to the evolution of the design system for scalable, consistent design across the marketing product, and partnered with a research team on user interviews and synthesis.
- Worked directly in the codebase alongside engineering, using AI-assisted tools (Claude Code, Gemini) and a developer workflow (GitHub, VS Code) to make real UI code changes and raise the fidelity of design handoff.

Uhray • July 2020 - July 2021

Sr. Product Designer

- Launched a new version of the CDLLife app, including onboarding, a news section, and a discovery feature.
- Led the development and governance of a company-wide design system.
- Designed B2B tooling and internal operations dashboards to streamline team workflows.
- Overhauled the visual design of lead-generation pages, increasing conversion.

SmarterTravel, a Tripadvisor Company • March 2011 - May 2020

Sr. UX Designer (2017 - 2020) • Sr. Designer (2014 - 2017) • Designer (2011 - 2014)

- Designed responsive consumer UI and marketing experiences reaching millions of travelers, aligned to brand and user needs.
- Built and maintained design systems used across multiple brands.
- Led A/B testing and data-informed design decisions with marketing and product teams.

EDUCATION

BS, Web Design & Interactive Media • New England Art Institute

BA, Psychology • Boston University

SKILLS

Design: Product & interaction design, design systems, rapid prototyping, responsive web, accessibility, UX strategy

Research: User interviews, synthesis, data-informed and A/B-tested design decisions

Tools & technical: Figma, Adobe CC, FigJam; AI-assisted tools (Claude Code, Gemini); GitHub, VS Code, HTML/CSS, component libraries