

Yaron Schoen

Product, design, strategy, systems and IA.

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ServiceNow

UX Architect
2023 - Present

Designing and evangelizing unified, scalable, end-to-end, platform-centric systems and product strategies. UX Architects have a birds-eye view and are concerned with the overall structure and flow of multiple tools, features, and capabilities within an ecosystem..

- Founding product designer of project Arc. A new AI agent desktop tool for ServiceNow tasks. Designed 100% AI-first directly in the repo. No Figma. More info to come soon.
 - Developed prompt-to-experience tool by establishing design system ontologies and integrating them into MCP servers for LLM consumption.
 - Established initial AI UX patterns for the platform.
 - Maintained and modified platform wide navigational structures.
 - Supported consolidation of 50+ developer tools into one unified ecosystem named ServiceNow Studio.
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Compass

Principal Product Designer
2015 - 2022

Joined as an early-stage employee at the country's largest independent real estate brokerage, which prioritizes tech-driven efficiency for agents. Played a key role in catapulting the company from its inception to a successful post-IPO status.

- Established and managed the Compass Product Design team.
 - Developed and launched the Compass Design System, while also founding and overseeing its inaugural dedicated team.
 - Conceptualized and executed "Marketing Center", transforming it from initial idea to achieving product-market fit as our marquee feature.
 - Spearheaded the Search & Listings design team, taking a leading role in shaping product strategy.
 - Orchestrated enterprise-wide initiatives to refine and implement information architecture across platforms.
 - Directed the design and product roadmap for the debut experience targeting agents on the Android platform.
 - Orchestrated Compass's pivotal product and corporate website rebranding, transitioning from Urban Compass.
 - Led the team responsible for transforming the client experience on iOS and Web platforms.
 - Launched Compass's inaugural agent iOS app, setting the standard for user experience.
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Made for humans.

Founder & Designer
2013 - 2015

Acquired by Compass. Founded and served as the Design Lead at Made for Humans, a digital design and development studio. Spearheaded a multidisciplinary team in crafting digital solutions for high-profile clients, including Trunk Club, AdoramaPix, Nars, and Memoir.

NEA

Designer In Residence
2012 - 2013

Served as the In-House Designer in Residence, focusing on the development of 'Kiddo,' a targeted communications platform designed to streamline interactions between parents, daycare centers, and caregivers.

Float

Founder & Product Designer
2011 - 2018

Founded and served as the Chief Design Officer for Float, a global team scheduling platform trusted by premier organizations such as NASA, Google, Vice, and Nike. Architected the product ecosystem and brand identity, while also developing internal feature release processes. Successfully divested my equity stake back to the organization. Transitioned day-to-day operational responsibilities to the team and shifted my focus to an advisory role.

Twitter

Staff Product Designer
2011 - 2012

The world's town square, or whatever Elon wants to call it these days. I was the first designer to be stationed in NYC, where I laid the foundation for and managed a flourishing design team.

Spearheaded the Search and Relevance groups, taking the lead in designing key features like Search, Discover, and Trending.

Additionally, I played an instrumental role in designing the structural framework for the Tweet, shaping the core atomic unit of the product.

Julpan

Founding Product Designer
2010 - 2011

Acquired by Twitter. As the inaugural and sole designer, I collaborated closely with the founder and engineering team to shape the foundational direction of the company's search engine.

AOL

Senior Web Designer
2009 - 2010

Served as the Senior Designer for the Media Team, spearheading comprehensive redesigns for key platforms such as Moviefone, AOL Videos, and AOL Television.

Fantasy Interactive

Senior Web Designer
2007 - 2009

Served as 'Lead Application Designer'—a precursor to the modern Product Designer role. Headed the in-house design of Kontain.com, a social networking platform, while also leading design projects for esteemed clients like National Geographic and Time Warner.

Mediabox

Founder + Web Designer
2004 - 2006

Co-founder of a boutique design and development studio based in Tel Aviv, operating as a lean two-person team to deliver customized solutions

Interdays

Web Designer

1999 - 2004

A nimble web design studio that punched above its weight, achieving remarkable outcomes for its time and locale. Developed early iterations of platforms similar to Mailchimp and Squarespace, which were then licensed to small businesses. Additionally, specialized in crafting HTML and Flash websites to meet diverse client needs. And 468x60 banners. So. Many. 468x60 Banners.