IDAN SHADI

PRODUCT DESIGNER

- More than **15 years of design experience**, with **7 years specializing in product design**.
- Proficiency in both **strategic planning** and **hands-on**.
- Successfully delivered **end-to-end designs**, collaborating with **other departments** and ensuring **user satisfaction**.

✉ **idanshadi@gmail.com**

📱 **+972(0)-54-550-2209**

📍 **Tel-Aviv, Israel**

💼 **Portfolio**

in **Linkedin**

PROFESSIONAL EXPERIENCE

PRODUCT UX/UI LEAD (TEMPORARY), 2023 - PRESENT
INFINITY QUANTUM
Flexible quantum computer rental services that help empower research and innovation.
- Conducted **in-depth research** on quantum computing.
- Designed a **complex UX/UI ecosystem** that seamlessly blended aesthetics and functionality.

PRODUCT UX/UI LEAD, 2019 - 2023
UNIVERSITY OF THE PEOPLE
A non-profit, tuition-free, accredited online university dedicated to providing accessible higher education to students worldwide.
- Collaborated across teams to define product requirements, ensuring a seamless user experience, and aligned design strategies with business goals. **Worked closely with developers** for consistent and seamless **design implementation**.
- Led creative team with **Agile design for optimized workflows and timely deliveries**.
- Conducted **usability testing** and gathered feedback to improve user interfaces and interactions.

PRODUCT UX/UI LEAD, APPCARD 2018 - 2019
A technology company specializing in retail customer loyalty solutions and marketing services for businesses.
- Managed **diverse design projects**, delivering timely, top-tier **UX/UI for B2B/B2C**, raising satisfaction, reducing support tickets.
- Led c**ollaboration across teams** (product, front-end/back-end developers, copywriters, QA and marketing) streamlining processes, enhancing design-to-development cycles, ensuring **on-time project delivery**.
- Oversaw **end-to-end user experience**, implemented testing, boosting engagement, and conversion rates.

DIGITAL STUDIO MANAGER, 2008 - 2018
WEB DESIGNER UX/UI EXPERT,
LEAD OGILVY - ADVETISING AGENCY
- Managed digital department, **overseeing web development** for AIG and Google clients.
- Researched users for improved UX/UI, **boosting website usability and engagement**.

MILITARY SERVICE: 2000 - 2003
VISUAL COMMUNICATOR SPECIALIST,
IN THE STRATEGIC PLANNING DIVISION
- Received the **Outstanding Service Award** for delivering compelling presentations and other graphics to senior officials in the IDF and government.

EDUCATION

BACHELOR OF DESIGN (B.DES), 2005-2009
GRAPHIC DESIGN
SEMINAR HAKIBUTZIM COLLEGE

UX – USER EXPERIENCE 2015
JOHN BRYCE COLLEGE (TAL FLORENTIN)

AI COMPREHENSIVE COURSE 2023
TAL EITAN

DEVELOPMENT - JAVASCRIPT, PHP, HTML & CSS 2014
JOHN BRYCE COLLEGE & THE OPEN UNIVERSITY

PERSONAL PROJECTS

ROCKET KID, MOBILE GAME

CLOUD KINGDOMS, MOBILE GAME DESIGN

HELIUS FONT, FONT FAMILY

ICONS NOW, ICONS & SITE DESIGN

SKILLS

- UX/UI Design
- Graphic & Web Design
- Adobe Suite
- Figma, Adobe XD, Sketch
- HTML & CSS, JavaScript, PHP, WordPress
- AI: ChatGPT, Google Bard, MidJourney, Leonardo.ai, Adbobe Firefly
- InVision Studio, Axure, Balsamiq, Zeplin
- 3ds Max, Solidworks

LANGUAGES

- Hebrew (Native)
- English (Fluent)