

IDAN SHADI

SENIOR PRODUCT DESIGNER | COMPLEX SYSTEMS, UX & UI DESIGN

- Senior Product Designer specializing in **complex, data-driven systems** across defense, quantum computing, fintech, and BI.
- Designs scalable **SaaS platforms** with **AI-assisted workflows**, turning technical processes into clear, intuitive user experiences
- Known for **simplifying high-density environments** and delivering **end-to-end UX/UI** — from system architecture to UI execution.

 idanshadi@gmail.com
 +972(0)-54-550-2209
 Tel-Aviv, Israel
 [Portfolio](#)
 [Linkedin](#)

PROFESSIONAL EXPERIENCE

- **SENIOR PRODUCT DESIGNER**, 2024 - PRESENT
INFRAEDGE (MALAM TEAM SUBSIDIARY)
Software company providing services to a leading defense organization in complex systems.
 - **Designed complex systems** based on client needs and business goals.
 - **Led UX strategy and execution** across multi-layered interfaces.
 - **Oversaw implementation** to ensure design accuracy and alignment with development.
- **PRODUCT UX/UI LEAD**, 2023-2024
INFINITY QUANTUM
A 6-Month Project - Flexible quantum computer rental services that help empower research and innovation.
 - **Conducted UX research** on quantum workflows.
 - Designed a **complex UX ecosystem** balancing logic and form.
- **FREELANCE PRODUCT DESIGNER**, 2019 - 2023
Provided UX/UI design for complex, data-driven systems.
 - **GK8 - Crypto Wallet**: secure crypto management system emphasizing usability and transparency.
 - **Logical BI - Business Intelligence**: BI dashboards and role-based visualization simplifying analytics.
- **PRODUCT UX/UI LEAD**, 2019 - 2023
UNIVERSITY OF THE PEOPLE
Non-profit university providing global online education.
 - **Defined UX strategy** and requirements across cross-functional teams.
 - **Collaborated with developers** to deliver consistent, scalable experiences.
 - **Led Agile workflows** to improve usability and efficiency.
- **PRODUCT UX/UI LEAD**, 2018 - 2019
APPCARD
Technology company offering B2B/B2C loyalty and marketing platforms.
 - **Managed end-to-end design** for web and mobile.
 - **Improved satisfaction and conversion** through testing and optimization.
 - **Streamlined collaboration** and design-to-dev handoffs.
- **DIGITAL STUDIO MANAGER**, 2008 - 2018
WEB DESIGNER UX/UI EXPERT,
LEAD OGILVY - ADVERTISING AGENCY
Led digital department, managing web and UX design for clients including AIG and Google.
 - **Oversaw design**, ensuring user focus and brand consistency.

- **MILITARY SERVICE: VISUAL COMMUNICATOR SPECIALIST**, 2000 - 2003
IN THE STRATEGIC PLANNING DIVISION
 - Received **Outstanding Service Award** for producing presentations and visuals for senior officials.

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 & Emerging Tools: ChatGPT, MidJourney, Leonardo.ai, Firefly
- InVision Studio, Axure, Balsamiq, Zeplin
- 3ds Max, Solidworks

LANGUAGES

- Hebrew (Native)
- English (Fluent)