

ADI SHARON FELDMAN

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HELLO!

"My name is Adi and I'm an UX | UI product designer with 5+ years of experience in products design. Married to Omer, Amit's mother, currently living in Givatayim, Israel.

I love finding creative solutions, identifying trends and integrating them in my designs to overcome complex design challenges for creating a great product! I'm experienced in working on complex SaaS platforms for B2B/B2C, deep understanding of user-centered and data-driven design methodologies. Leading the product design process from research to execution, great in data visualization. I enjoy working as part of a team, experienced in working with cross-functional teams, including product managers, engineers, CS. Great adaptability to new technologies and processes. Mastery in design tools like Figma & Adobe's Creative suite. Extensive experience building and maintaining a design system, mockups, and prototypes for validation and testing. I'm a curious person, fast learner, Self thought, with strong analytical capabilities, "pixel perfect" working level. excellent communication skills in Hebrew and English."

WORK EXPERIENCE

Codevalue - UX | UI Product designer / 2022 - 2024 (Current)

Working in a fast-paced environment with Agile methodologies, on complex SaaS platforms B2b/b2c. Leading product design process from research to execution by analyzing user needs and behaviors, crafting user personas, creating information architecture, wireframes, mockups, and prototypes for validation and testing. Developing reports and dashboards using data visualization. Collaborating with cross-functional teams, including product managers, CS, engineers, and data analysts on business objectives to understand user needs, conduct designs presentation and solutions to various stakeholders. Using creative thinking to overcome complex design challenges, conduct usability testing and incorporate user feedback into the design process, organize priorities to meet deadlines.

Some of the companies iv'e worked with: SeaLighits, Kornit digital, Highcon, Refael.

Payper - Product Designer / 2020 - 2021

Complex SaaS CPU platform B2b/b2c. Leading product design process from research to execution by developing user personas, creating information architecture, wireframes, mockups, and prototypes for validation and testing.

Aspire Global - UI Graphic designer / 2018 - 2020

Design creative concepts and visual Identities for online gaming brands. Web and mobile responsive design. Promotional Kits: social advertising campaign, Mailers, Landing Pages, Banners. Illustrations for online games.

Starter Advertising Agency & UX/UI freelance / 2017 - 2018

Design creative concepts. Leading entire design process from concept to final launch, working Figma & Adobe's Creative suite. I've Lauren how to organize information and data in orderly manner so I can easily compare and analyze information effective ways. Following the clients everyday needs for design support. Some of the Companies I worked with: Pay-Per, Webgroup, Creative Clicks, Real-Leav, Laline, Multi-bagTechnologies 2014 Ltd, Booya Digital, Eisenberg-Eliash Investor Relations & Public Relations.

ADICITY my personal brand and E-commerce / 2015 - 2016

Shenkar College - Director of the Alumni Association / 2014 - 2015

EDUCATION

Netcraft Academy / 2019
UX/UI Design

Shenkar college of engineering / 2010-14
Graduted B.Sc, Bachelor
of Textile Design.

The Open University / 2009-10
Economics & Business
Administration.