

IDAN SHADI

SENIOR PRODUCT DESIGNER | COMPLEX & AI-DRIVEN PRODUCTS

- Senior Product Designer with **15+ years** in complex, data-driven systems across defense, quantum, fintech, and BI.
- Designs scalable SaaS platforms with AI-assisted workflows - **10+ products shipped** from system architecture to UI execution.
- Proven track record turning high-density environments into clear, intuitive experiences that **improve usability and onboarding**.

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📍 **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, data-driven systems.
 - **Designed complex systems** aligned with client needs and business goals.
 - **Led UX strategy and execution** across multi-layered, high-density interfaces.
 - **Applied AI-assisted workflows** to accelerate research, ideation, and design processes.
 - **Oversaw implementation** to ensure design accuracy and alignment with development.
- LEAD PRODUCT DESIGNER** 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.
- LEAD PRODUCT DESIGNER** 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.
- LEAD PRODUCT DESIGNER** 2018 - 2019
APPCARD
Technology company offering B2B/B2C loyalty and marketing platforms.
 - **Led end-to-end product design** for web and mobile.
 - **Improved conversion and user experience** through testing and optimization.
- DIGITAL STUDIO MANAGER / UX/UI EXPERT** 2008 - 2018
LEAD OGILVY - ADVERTISING AGENCY
 - **Led the digital department**, managing web and UX design for major clients.
 - **Oversaw design quality and consistency** across multiple projects.

EDUCATION

- Bachelor of Design (B.Des),** 2005-2009
Seminar HaKibutzim College
- UX - User Experience** 2015
John Bryce College (Tal Florentin)
- Product Makers (Vibe Coding)** 2026
Tal Florentin
- AI & Product Workflows** 2024
Tal Eitan
- Self-Directed Learning** 2023-PRESENT
AI, Automation & Vibe Coding
- Development - JAVASCRIPT, PHP, HTML & CSS** 2014
John Bryce College & The Open University

PERSONAL PROJECTS

- Rocket Kid**
Designed & built a mobile game (UI, gameplay assets)
- Helius Font**
Created a custom font family from scratch
- Icons Now**
Designed an icon library with 100+ icons & website

SKILLS

- Design & Product**
 - Figma (Design Systems, Prototyping, Dev Mode)
 - Adobe Suite (Photoshop, Illustrator, After Effects)
 - UX/UI Design · Information Architecture
 - Responsive & Mobile-First Design
- AI & Emerging Tools**
 - AI-Assisted Design: ChatGPT, Claude, Midjourney, Firefly
 - Prompt Engineering & AI Workflows
- Vibe Coding & Development**
 - HTML & CSS · JavaScript · React basics
 - Vibe Coding: Cursor, v0, Bolt, Lovable
 - GitHub Copilot
- Collaboration & Workflow**
 - Agile/Scrum · Jira · Confluence
 - Design-to-Dev Handoff · Cross-functional Leadership

LANGUAGES

- Hebrew (Native)
- English (Fluent)