

Adi Yagoda

SENIOR PRODUCT DESIGNER · B2B COMPLEX SYSTEMS

Senior product designer for B2C & B2B complex systems. I turn dense, high-stakes workflows into interfaces people trust. I ship code alongside engineering and use AI workflows to accelerate research and ideation, from concept to production.

WORK EXPERIENCE

Senior Product Designer/ Elementor

May 2024 - Present

- Owned end-to-end design of My Elementor, the platform's core dashboard for 390K monthly active web creators, from research through shipped product.
- Drove product strategy and design for Elementor One and the new WordPress Home experience, aligning all teams behind a single vision from concept to launch.
- Redesigned multi-site management, collapsing a complex workflow into a single intuitive interface – 86% positive user feedback at launch.
- Shipped production front-end PRs alongside engineering, closing the design-to-dev gap and reducing handoff churn.
- Built an AI-native design workflow (Claude, Cursor) that shortened concept-to-working-prototype time.

Product Designer/ Wiliot

Feb 2022 - May 2024

- Established the company's first design system (0→1), standardizing components across the platform and cutting design-to-dev handoff time.
- Led end-to-end design for 2 mobile apps from concept to launch.
- Instrumented product analytics that shifted the team to data-driven design decisions.

Product Designer / Zoominfo

Jan 2020 - Feb 2022

- Designed dashboard and data-table interfaces for new B2B product lines, turning dense datasets into workflows adopted by enterprise users.
- Ran the full design process end-to-end – research, user interviews, prototyping, handoff – within a cross-functional team.
- Built interactive prototypes to align stakeholders and executives.

UX/UI Designer / “Portal Business Development”

Jan 2018 - Feb 2019

- Advised clients on UX and UI, building websites and creating brand identities from concept to final delivery.
- Planned and executed digital marketing campaigns on social media, increasing brand visibility.

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[Linkedin](#)

EDUCATION

2008 - 2012:

Shenkar College

BA (Bdesign)

2017 - 2018:

Graphic Design Studies.

(Graduated with distinction)

SKILLS

AI-assisted design workflows
UX for AI products
Prototyping
Research
UI design
Design system

MILITARY SERVICE

2004-2006:

Combat soldiers instructor.