

ADI YAGODA - PRODUCT DESIGNER

Portfolio

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[Linkedin](#)

ABOUT ME

As a Product Designer specializing in B2B complex system development, I excel at transforming user challenges into smooth, engaging experiences. My approach marries deep empathy for end-users with innovative design thinking to create UX solutions that make a real impact. The result is intuitive, efficient interfaces that not only balance aesthetic appeal with practical functionality but also drive growth. My expertise extends to employing Agile methodologies and fostering cross-functional collaboration, strategically enhancing user engagement and ensuring that product design is tightly aligned with strategic business objectives.

EXPERIENCE

2022 - Now: Product Designer at “Wiliot”

- Spearheaded the end-to-end design process for a new product platform, starting from UX research and concept creation to delivering high-fidelity designs. This initiative significantly enhanced user engagement and operational efficiency.
- Implemented a comprehensive design system, which streamlined the design-development cycle and improved cross-team collaboration.
- Managed the holistic end-to-end design process of innovative mobile applications, encompassing all stages from initial UX research, through ideation and concept development, to the creation of high-fidelity designs and final implementation.
- Defined project goals, objectives, and scope, then established a robust analytics framework to enable data-driven design decisions and the continual refinement of design strategies.
- As a team player, I ensured seamless design integration by fostering collaboration across product, development, and stakeholder teams, aligning with company goals for a cohesive product vision.

2020 - 2022: Product Designer at “ZoomInfo”

- Assuming full responsibility for the design lifecycle of complex SaaS products, I led with innovative conceptual ideas at every stage. This involved conducting extensive research, user interviews, and usability testing, processes that were crucial in ensuring an optimal user experience. My approach emphasized adherence to key usability principles and information hierarchy, underpinning each project with a strong foundation of user-centered design and strategic thinking
- Conceptualized and delivered detailed design files for development, showcasing a strong visual design, layout, and typography skills. This involved creating comprehensive workflows, mockups, and prototypes, contributing significantly to intuitive and user-centric designs.
- Developed interactive prototypes for executive presentations, employing proactive communication and presentation skills.
- Excelled in estimating efforts accurately, prioritizing tasks and goals to meet project deadlines and objectives. This required a strategic approach in balancing various elements of design and development to ensure project success.

2018 - 2019: UX/UI Designer at “Portal Business Development”

- Served as an advisor on UX and UI strategies, improving client engagement through tailored communications and marketing solutions.
- Orchestrated digital marketing campaigns across social media platforms.

EDUCATION

2008 - 2012 BA (Bdesign) at Shenkar College.

2017 - 2018 Graphic Design Studies. (Graduated with distinction)

2019 Customer’s Experience course. Data driven CX.

SOFTWARES

Figma

Sketch

Adobe XD

Photoshop

Illustrator

Indesign

Wordpress

Axure

SKILLS

UX Design

UI Design

Prototyping and Wireframing

Research and Testing

Design Systems

Cross-functional Collaboration

Data-Driven Decision Making

SaaS and B2B Product Expertise

LANGUAGES

Hebrew mother tongue,

English as native level.

MILITARY SERVICE

2004-2006 Combat soldiers missile instructor.