Adi Mizrahi
UX UI & Product Designer

🌐 adi-miz.com

in linkedin.com/in/adi-mizrahi/

📞 054-4304-626

✉ adimizrahi66@gmail.com

As a data-driven designer, my primary aim is to craft intricate projects. With a positive outlook, adept comprehension of information hierarchy, and robust problem-solving capabilities, I consistently tackle projects with an open mindset.

My arsenal includes excellent communication and collaboration skills, enabling me to excel in fast-paced environments. I possess a keen eye for detail, adeptly balancing user requirements, business goals, and technical limitations within tight timelines.

Projects ›

Volunteer

2023 - present Product Designer, **The IDF Special Forces**
- Implementing a complex mobile (tablet) system based on user-centered principles, resulting in a 30% improvement in user satisfaction and Improved user efficiency by 50%.
- Creating wireframes and user flows to enhance communication and design effectiveness.
- Applying user research to address intricate product challenges.
- Constructing a functional Figma prototype, incorporating components and establishing the project's design system for streamlined development.
- Enhancing system efficiency by 20% through the execution of usability tests with users.

Experience

2020-2023 Product Designer, **Botson.ai**
- Translated conceptual ideas into high-fidelity wireframes and interactive prototypes, resulting in a 40% reduction in user drop-off rates and a 25% increase in user engagement metrics.
- Designing products, dealing with engagement challenges and finding solutions.
- Elevating end-to-end design with developer collaboration, boosting project efficiency by 15%.
- Leveraging AB test data analysis to inform and optimize design decisions.
- Analyzed customer feedback and conducted data-driven research to identify market trends and opportunities; leveraged insights to guide product development and increase revenue by $500k in 6 months.
- Creating data-driven, monetization-focused advertisements, contributing to a 13% increase in engagement and a 10% rise in conversion rates.

Education

2020 - UX/UI Design Course , Netcraft Academy

2016-2020 - B.Des of Industrial Design, Holon Institute of Technology (HIT)

Military

2011-2013 - Service , Israeli Air Force
Team leader, Coordinated with various systems at the base to manage a course schedule.

Skills

- Interaction Design
- User research
- Prototyping
- Mobile web design
- Data analysis
- Industrial design
- Information architecture
- User centered design
- A/B testing
- animation and branding
- UX research

Tools

- Figma
- Adobe Xd
- Photoshop
- Illustrator
- Premiere
- After Effects
- Solidworks (3D)
- Keyshot (3D)
- Elastic kibana
- Hotjar
- Notion
- Google adsense
- Miro

Languages

Hebrew - Native

English - Fluent