Adi Dai
Senior UX/UI Designer

Portfolio

www.adi-dai.com

Contact
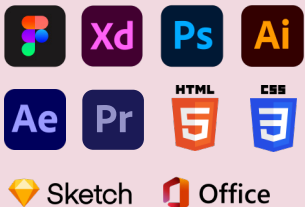
052 389 5311
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Tel Aviv

Languages

Hebrew, English

Tools

Figma, Xd, Ps, Ai, Ae, Pr, HTML5, CSS3, Sketch, Office

Profile

I'm Adi, an experienced UX/UI Designer with a strong track record of creating intuitive and visually appealing user interfaces.
I excel in user research, wireframing, prototyping, and user testing to inform and drive design decisions.
Staying updated with industry trends and best practices is a priority for me, ensuring that I deliver cutting-edge design solutions.

Work

2021-Current - Senior UX/UI Designer

eFinnity, Herzliya, Israel

* Conduct user research to understand the needs, behaviors, and pain points of the target users.
* Create wireframes, prototypes, and mockups to visualize and communicate design concepts effectively.
* Work closely with developers to implement and integrate the UI/UX designs seamlessly.
* Conduct usability testing on websites and apps to gather user feedback and identify areas for improvement.

2017-2021 - Head Graphic Designer

K.Production, Ramat Gan, Israel

* Efficiently managed multiple high-pressure projects, meeting client deadlines.
* Collaborated with clients to define project scopes, requirements, and milestones.
* Produced mockups and prototypes for design concepts.

2014-2017 - Senior Graphic Designer

Johnny Crispy , Tel Aviv, Israel

* Creating a new brand from scratch, defining its core concept to align with the company's vision.

Education

2020-2021 - UX/UI Designer
Netcraft Academy

2011-2013 - Interactive Communication Engineer
Sapir College - Sderot