

# Elad Friedman

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I'm a product design lead and creative director with 6+ years of experience. I specialize in designing and building products and teams that provide an exceptional user experience. My experience in helping startups and scaleups across channels has enabled me to gain the ability to create innovative products and services that put the user experience first. I also have experience in driving content strategy and product management. The combination of these attributes makes me a great candidate for any product or team that needs to excel in user experience and product design.

## SKILLS & TOOLS

UX | UI | Team Leading | Research | User-journeys | Wireframing | Design System | Visual Design | Prototyping | Usability Testing | UX Documentation | User Centred Design | Design for Web & Mobile | Storytelling | Figma | Sketch | Invision | Adobe Creative Suite

## DESIGN EXPERIENCE

### Product Design Lead, Finout.io

2023 – current

As the Product Design Lead at Finout, I have had the privilege of spearheading innovative design initiatives for a dynamic startup environment. With a passion for creating user-centric solutions, I bring a wealth of experience in leading cross-functional teams to deliver cutting-edge products that seamlessly blend functionality and aesthetics

- Implemented efficient and innovative processes within the design department to streamline workflows and improve productivity.
- Provided strategic expertise on usability and user-centric design principles, contributing to the overall success of the product.
- Collaborated closely with stakeholders to define design requirements, ensuring alignment with business goals and user needs.
- Conducted user research and usability testing to inform design decisions, resulting in a more user-friendly and impactful product.
- Oversaw the end-to-end design process, from concept ideation to final implementation, maintaining a high standard of quality and consistency.
- Fostered a collaborative design culture, mentoring team members and encouraging a constant exchange of ideas to drive innovation.

### Head of Product Design, Aporia.com

2020 – 2023

As Head of Product Design at Aporia, I've made a profound impact on the field of Machine Learning (ML) by providing unique product design that enables data scientists and ML engineers to trust their AI and achieve long-term success. Leading design efforts at Aporia, I successfully managed all design aspects and

contributed to a \$25 million Series A funding round. With excellent communication and leadership skills, I've built a proficient design team that creates exceptional user experiences.

- Developed strategies to enhance cross-functional team collaboration, resulting in increased efficiency and stronger teamwork
- Played an active role in creating the product strategy for the upcoming year and developed a comprehensive product roadmap and marketing plan to align with business goals.
- Collaborated closely with engineers and executives to define use cases, scope, and specifications, resulting in the successful development and execution of premium product features.
- Prioritized and implemented product development backlog, ensuring timely delivery of high-quality products
- Conducted user testing and gathered insights to deliver an optimal user experience.
- Managed end-to-end design processes, including hypothesis and goal setting, design briefs and timelines, UX exploration and ideation, research sessions, final visual design, dev handoff, QA, and data analysis
- Developed and maintained the design system, ensuring consistency and quality across all products and platforms.

## Senior Product Designer, Inkod.com

2019 – 2020

As a Senior Product Designer at Inkod, I had the pleasure of being involved and leading the product design process with numerous early-stage startups that have since become successful companies, such as Cvlus, C2A, Tomorrow.io, Outgage, and Nuweba.

### EDUCATION

## B. Design in Visual Communications Design, HIT

2014 – 2018

Specialized in interactive UX/UI design.

### MILITARY SERVICE

Full military service as an commander and medic at Givati brigade

### LANGUAGES

Hebrew – Native, English – Fluent.