

Elad Friedman

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Hi, I am a results-driven product design lead and with over 7 years of experience creating innovative and unique design products. My expertise lies in building highly proficient teams and crafting exceptional user experiences that exceed expectations. I have a proven track record of collaborating with startups and scaleups across channels to deliver products and services that prioritize the needs of the user.

SKILLS & TOOLS

UX | UI | Team Leading | Research | User-journeys | Wireframing | Design System | Prototyping | Usability Testing | UX Documentation | User Centred Design | Design for Web & Mobile | Storytelling | Figma | Sketch | 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 the design team to deliver cutting-edge products that seamlessly blend functionality and aesthetics

- Collaborated closely with product managers 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.