

Adi Maor Barkan | Product designer

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Experience

March 2023 – Present | Product Designer, Playtika

- Led and participated in explorative research, usability testing, card sorting, and focus group interviews to gather insights, optimize user experiences, and inform design decision
- Led the end-to-end design process for multiple product features, from concept to execution
- Experience in designing complex and data driven products and platforms.
- Collaborated with cross-functional teams to ensure design solutions align with business goals and technical constraints.
- Collecting and assessing user requirements through user research, market research and usability testing.
- Developed and maintained design systems and UI kits, ensuring consistency and scalability across all product features and platforms.
- Led design workshops and brainstorming sessions, encouraging innovation and creative problem-solving within the team.
- Participated in design reviews and brainstorming sessions, offering innovative ideas and improving the design direction of the product.

November 2023– March 2023 | Product Designer, Pitango

- Designed and improved complex user interfaces for a mobile and web application.
- Worked within tight deadlines, delivering design assets and iterations efficiently, leading to a successful product launch on time.
- Produced high-fidelity mockups and prototypes to communicate design concepts effectively to stakeholders and clients.
- Conducted an informative lecture on User Experience (UX) principles, sharing valuable insights and best practices for product managers in IDF conference.

2021–2022 | PPC Campaign Manager, Easy Global Israel

- Monitoring the expenses, budgets, and activities of advertising campaigns
- Establish new campaigns through keywords and market research.

2019–2021 | Teaching assistant in Sociology of Society in Israel, Dr. Nir Gazit, at Rupin Academic Center.

2019–2021 | Assistant Researcher, Prof. Eyal Gamliel Dean of Behavioral Sciences, & Prof. Yossi Levy Belz

Academy Background

2022 | Netcraft Academy, UX/UI

- Extensive UX research methodologies tools (user research, user flows, information architecture, competitors analysis, wireframes ect..).
- Deepening in UI design principles such as compositions, topography, colors, responsive design, etc

2020– 2022 | MA Clinical Neuropsychology, Academic College of Tel Aviv Yaffo

- Deans excels for the year 2021.
- Degree average of 95.

2018– 2020 | BA Behavioral Sciences, Ruppin Academic Center

- Deans excel in years 2018, 2019 & 2020.
- Degree average of 94.5

Military Service

2015–2017 | Full service in the IDF Spokesperson Unit

- Spokesperson for special units.
- Publishing articles in national and international media.