

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, Dr. Nir Gazit, at Rupin Academic Center.

2019–2021 | Assistant Researcher, Prof. Eyal Gamliel Dean of Behavioral Sciences.

Education

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.

Languages

English (Fluent)
Hebrew (Native)

Skills

Product Design
User Experience
User Interface
Figma
Wireframing
Research
Design System
Pixel Perfect
Data Analytics
User Flow
Prototype
Flexible
Team Player
Multi Tasking