ADI SEADES FINKELSTEIN

Product Designer

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EXPERIENCE

Product Designer / Nuvei- Financial services
2023-2025

- Designed B2B and B2B2C products, including complex systems, web and mobile applications, and payment flows.
- Collaborated with Product Managers and Development teams to align design solutions with product goals and technical requirements.
- Created wireframes and high-fidelity designs to address complex product challenges.
- Contributed to the development and maintenance of design systems and style guides to promote consistency across products.

Founder & Designer / DEDE
2025 – Present | 2015-2023

- Designed handmade textile products based on market research and customer needs.
- Created visual designs and e-commerce content for the brand's online store and marketing channels.
- Managed projects independently, from planning and production to customer communication and product promotion.

Visual Merchandiser Designer / IKEA
2014 – 2015

- Developed practical design solutions for challenging home environments, considering functionality and customer needs.
- Managed and prioritized multiple projects and tasks independently.
- Collaborated with cross-functional teams on projects, working closely with different departments.

EDUCATION

UX/UI Design
Codesigner
2022

B. Design –
BA of Interior Design

The College of Management
Academic Studies
2009-2013

SKILLS

Design Skills

UX Research
Wireframing
Prototyping
Usability Testing
Visual Design
Design Thinking

Tools

Figma
Sketch
Invision
Azure
Adobe Photoshop
AutoCad

Languages

Hebrew- Native
English- Fluent