Adi Mizrahi

Product Designer

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Portfolio

SUMMARY

Product Designer with 6 years of experience, mostly in the Ad-tech industry, designing high-traffic B2C, B2B, and SaaS products. I simplify complex workflows and turn user research, A/B testing, and behavioral data into interfaces that measurably lift engagement and conversion. I manage end-to-end product design from concept to delivery and use AI tools for rapid prototyping. I do well in fast-paced teams, balancing user needs with business goals and technical constraints.

EXPERIENCE

Roundforest / Senior Product Designer

May 2024 - Jul 2026 · Israel

- **Led end-to-end product design** across diverse, fast-paced initiatives, aligning high-quality visual and UX solutions with core business goals and technical feasibility.
- **Optimized affiliate e-commerce platforms** through rapid A/B test analysis, translating data insights into design iterations that **boosted conversion metrics by 2%-5%** at a scale of millions of users.
- **Drove a 60% increase in user onboarding** for a seller-facing SaaS platform by execution of a strategic, comprehensive UX/UI redesign that balanced user experience with business growth.
- **Designed a high-impact internal system** for the Meta Acquisition team, **slashing operational task time by over 50%** to significantly drive scalability and profitability.
- **Conducted continuous user, competitor, and market research** to validate concepts and establish data-driven foundations for product features before development.
- **Leveraged cutting-edge AI tools** to build advanced, functional prototypes, accelerating cross-functional alignment with Product, Engineering, BD, and Acquisition teams.

Freelance / Product Designer

Jun 2023 - May 2024 · Israel

- Delivered end-to-end product design for SaaS and complex-system clients - user flows, wireframes, high-fidelity UI, and interactive prototypes.
- Implementing a complex mobile (tablet) system based on user-centered principles, resulting in a 30% improvement in user satisfaction and Improved user efficiency by 50%.
- Creating wireframes and user flows to enhance communication and design effectiveness.
- Applying user research to address intricate product challenges.
- Constructing a functional Figma prototype, incorporating components and establishing the project s design system for streamlined development.
- Enhancing system efficiency by 20% through the execution of usability tests with users.

Botson.ai / Product Designer

Nov 2020 - Jun 2023 · Israel

- Created end-to-end design concepts and best practices from research through final design and development of a new vertical in the company.
- Translated conceptual ideas into high-fidelity wireframes and interactive prototypes, resulting in a 40% reduction in user drop-off rates and a 25% increase in user
- Designing products, dealing with engagement challenges and finding solutions.
- Elevating end-to-end design with developer collaboration, boosting project
- Leveraging AB test data analysis to inform and optimize design decisions.
- Analyzed customer feedback and conducted data-driven research to identify market trends and opportunities; leveraged insights to guide product development and increase revenue by $500k in 6 months.
- Creating data-driven, monetization-focused advertisements, contributing to a 13% increase in engagement and a 10% rise in conversion rates.

EDUCATION

Holon Institute of Technology

B.Des, Industrial & Product Design 2016 - 2020

Netcraft Academy

UX/UI Designer · Oct 2020

SKILLS

Design

User Flows · Information Architecture · Wireframing · Mobile web design · Interface Design · Prototyping · Interaction Design · Design Systems · Responsive & Mobile UX · Visual Hierarchy

Methods

A/B Testing · Data Analysis · User Research · Usability Testing · Competitive Analysis · Journey Mapping · Personas

TOOLS

Figma · FigJam · Illustrator · Photoshop · After Effects · Hotjar · Claude Code · ChatGPT · Midjourney · Gemini