

Adi Dai

SENIOR PRODUCT DESIGNER
UX/UI DESIGNER

Senior Product Designer with 10 years of experience designing end-to-end digital products across web and mobile platforms. Passionate about transforming complex business challenges into intuitive, user-centered experiences through product thinking, UX research, and design systems.

-  [Portfolio - adi-dai.com](#)
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-  Tel Aviv, Israel

TOOLS & EXPERTISE

- Product Thinking
- End-to-End Product Design
- Design Systems
- UX Research
- User Testing & Validation
- Prototyping
- AI-Powered Design

-  Figma AI / FigJam
-  Claude
-  Cursor
-  V0
-  Lovable
-  Replit
-  Dovetail

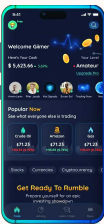
EXPERIENCE

- Senior Product Designer | Melisiron | 2024 - Present**
 - Designed and defined user experiences for e-commerce web and mobile.
 - Conducted user research and analyzed user behavior to identify opportunities for product improvement.
 - Planned, created, and maintained a scalable Design System to ensure consistency across products.
 - Led the redesign of existing platforms, improving usability, visual consistency, and user satisfaction.
- Senior Product Designer | eFinnity | 2021-2024**
 - Led UX/UI transformation of a legacy fintech trading platform across web and mobile, modernizing the product experience and visual language.
 - Built and maintained a scalable Design System (components, tokens, guidelines, documentation) to ensure consistency across products.
 - Conducted user research, usability testing, and competitive analysis to identify opportunities and improve product experience.
 - Designed end-to-end user flows, wireframes, prototypes, and high-fidelity interfaces for complex financial workflows, collaborating with cross-functional teams.
- Head Graphic Designer | K.Production | 2017-2021**
 - Efficiently managed multiple high-pressure projects.
 - Collaborated with clients to define project scopes and requirements
 - Produced mockups and prototypes for design concepts.

EDUCATION

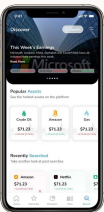
- UX/UI Designer | 2020-2021**
 - Netcraft Academy
- Interactive Communication Engineer | 2011-2013**
 - Sapir College

SELECTED PROJECTS



An educational trading simulator that allows users to practice investing and trading strategies in a realistic, risk-free environment for learning purposes.

[View Case Study](#)



An online trading platform providing access to Forex, commodities, indices, and cryptocurrencies, along with educational content and market insights for traders of all levels.

[View Case Study](#)