

# Ido Sela

## Product Designer

### Summary

I'm genuinely passionate about UX/UI design. With 4 years of experience in fintech and digital media. Skilled at balancing usability with aesthetics to create intuitive and engaging user experiences.

### Work Experience:

#### Product Designer

June 2021-Present

50K, Fintech Startup 📍 Haifa

- Designed and implemented user-friendly app interfaces for B2C trading platform, increasing customer retention by and improving user engagement.
- Collaborated with product, development, and marketing teams to create cohesive user experiences, contributing to a faster product delivery time.
- Improved design systems and file-sharing methods, streamlining team workflows and enhancing cross-functional collaboration.

50K - Trading & Investing UX/UI design for fintech platform, improving usability for trading and investing tools.

#### Lead Designer,

June 2020-Feb 2021

Nazooz Studio, Digital Marketing Agency 📍 Haifa

- Led UX/UI, marketing and branding projects.
- Optimized brand asset management, reducing redundancy by 15% and improving the consistency of branding materials.
- Saved company resources by optimizing assets, reducing graphic asset production time by 30%.

#### Freelance Designer.

2019-Today

Digital Media Advertising and Marketing, Haifa

- Worked across various design fields, from digital product development to print design.
- Managed client relationships, overseeing end-to-end design processes from ideation to final delivery.
- Providing private tutoring in graphic design.

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🔗 [Portfolio](#)

🌐 [Linkedin](#)

### Design Skills & Tools:

Wireframing  
Prototyping  
Responsive Design  
Design Systems  
User Flow  
User Research  
Branding  
Motion Graphics  
Usability Testing

### Tools

Figma  
Illustrator  
Photoshop  
After Effects  
Premiere  
HTML  
CSS  
Wordpress  
Wix

### Education

- **Wizo** - Degree in Visual Communication  
2016 - 2020
- **Netcraft** - Advanced UX Course  
2016 - 2020

### Languages

**Hebrew** - Native  
**English** - Professional proficiency