

# Ido Sela

## Product Designer

### Summary

I'm genuinely passionate about design.

Multidisciplinary Product Designer with 4+ years of experience in fintech, marketing, and freelance environments. Expert in transforming complex user needs into elegant, functional, and visually compelling digital products. Skilled in storytelling, motion design, and building cohesive brand experiences across platforms.

### Work Experience

#### Product Designer

June 2021-Present

50K, Fintech Startup 📍 Haifa

- Designed intuitive B2C trading interfaces, increasing user engagement and retention.
- Collaborated with cross-functional teams to ensure consistent UX across web and mobile platforms.
- Enhanced design system and streamlined file-sharing, reducing delivery times.
- Led redesign of trading tools, improving usability and customer satisfaction.

#### Lead Designer,

June 2020-Feb 2021

Nazooz Studio Digital Marketing Agency 📍 Haifa

- Collaborated with clients and stakeholders to define goals and deliver user-centered design solutions.
- Reduced asset redundancy by 15% through brand asset optimization.
- Cut graphic production time by 30% by creating reusable templates and improving asset workflows.

#### Freelance Designer

2019-Today

- Delivered animation, branding, digital content, and print solutions for diverse clients.
- Managed projects from concept to delivery, ensuring client satisfaction.
- Provided private tutoring in design fundamentals and industry-standard tools.

📞 +972-52-6200078

✉ idosela2@gmail.com

🔗 [Portfolio](#)

🌐 [Linkedin](#)

### Design Skills & Tools:

Benchmark  
Ideation  
Wireframing  
Prototyping  
Responsive Design  
Design Systems  
User Flow  
User Research  
Branding  
Motion Graphics  
Illustration

### Tools

Figma  
Illustrator  
Photoshop  
After Effects  
Premiere  
HTML  
CSS  
WordPress  
Wix

### Education

- **WIZO Haifa** – B.Des in Visual Communication (2016–2020)
- **Netcraft College** – Advanced UX Course (2020)

### Languages

**Hebrew** - Native

**English** - Professional proficiency