

Ido Sela

Product Designer

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[Portfolio](#)

[Linkedin](#)

Professional Summary

Product Designer with 4+ years of experience in Fintech, SaaS, and digital marketing. Experienced in UX/UI, user-centered design, design systems, and motion design. Skilled in storytelling and delivering design solutions that boost user engagement and retention, working closely with product and engineering teams and supported by strong interpersonal skills.

Work History

Product Designer (UI/UX – Mobile & Web)

50K, Fintech Startup | 2021 - 2025

- Designed and delivered B2C trading interfaces, increasing user engagement and retention.
- Enhanced the design system and optimized file-sharing processes, reducing delivery times.
- Led redesign of core trading tools, improving usability and customer satisfaction.
- Collaborated with product managers, developers, and QA to align business goals with user needs.

Lead Designer

Nazooz Studio, Digital Marketing Agency | 2020 - 2021

- Delivered user-centered design solutions that improved client engagement and brand visibility.
- Implemented a design system to streamline asset management and reduce redundancies.
- Developed reusable templates to improve workflows and speed up campaign delivery.
- Supported data-driven decision-making by integrating analytics into design iterations.

Freelance Designer

2019 - Present

- Delivered branding, animation, digital content, and print design for startups, and corporates.
- Managed projects end-to-end, from concept to delivery, ensuring high client satisfaction.
- Mentored aspiring designers in UX/UI principles and design tools (Figma, Adobe Creative Suite).
- Maintaining on optimal and consistent workflow, communicating daily and weekly updates, budget monitoring, Prioritizing and project scheduling.

Education

- **B.Des In Visual Communication – Wizo**

Specialization In UX/UI, Motion Graphics, And Brand Design

2016 - 2020

- **Advanced UX Course – Netcraft**

2020-21

Language

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

Skills

Design & Research: UX/UI Design, Wireframing (Low/High Fidelity), Prototyping, User Research, Usability Testing, Interaction Design, Design Systems, Responsive Design

Tools: Figma, Adobe Suite, AI Tools, Wix, WordPress, HTML, CSS, Monday, Asana, Jira