



ADIR MEGIDISH

UX/UI DESIGNER

CONTACT

Mobile: +972-50-9843004
Email: adirme5@gmail.com

OVERVIEW

A senior web and application designer. Strong UX characterization and planning abilities. Mobile expertise. Experienced in team play with both developers and marketers, in dynamic mission environment.

LANGUAGE

Hebrew: mother tongue fluency.
English: fluent.

SOFTWARE SKILLS

Design
Photoshop / Illustrator

Animation
After Effects / Premiere

Collaboration
sympli / InVision / Elasticode

Analytics
Appsee / Mixpanel

Inspiration
Medium / Dribbble / Behance / Webflow

LOOKING FOR THE NEXT CHALLENGE

PROFESSIONAL EXPERIENCE

2015 – Today: Home designer at sPARK - developing Polly the parking app.

In charge of interface characterization:

- Conducting research and having focus group insights into wireframes and mockups. Active role in team for marketing decisions.
- Providing a team process of reaching a clean and clear interface, backed up by modern collaborating tools.
- Mobile multi-platform designing details customization, communicating design to web and mobile developers.
- Managing a constant feedback loop from analytics to enhancement requests.
- Define brand identity and guidelines.

In charge of interface implementation:

- Overviewing app UX conforming to goal-oriented scenarios.
- Simplifying app tasks to intuitive, simple and minimalistic components and controllers.
- iOS, Android and web specific vendor guidelines and best practices for making responsive views and reactive components.
- Day to day support for the development process and practical problem solving. Using a variety of tools including code IDEs.
- Production of wide range of branded materials including web presence, social presence, videos and presentations.

2014 – 2015: Designer at HomiSmart – developing apps for the smart homes.

- Active role in characterization and UX.
- Leading design tasks with the designers' team.
- Work together with development team, supporting multiple platforms.
- Responsibility for brand identity and marcom materials.

EDUCATION

- **2013 – 2015** **Sapir College**
Interactive Communication studies. Certified as practical engineer.
- **1998 – 2004** **Gross high school**
Full matriculation studies (badgut).

CONFIDENTIALITY & REFERENCES

Kindly treat the information in this CV with discretion. References can be provided upon request.