



ADI NAHUM

Senior Product & Visual Designer

Detail-oriented designer with a multidisciplinary background across tech and business. Combining adaptability with strategic thinking to deliver impactful, user-centered design solutions. Focused on driving innovation through clarity, creativity, and precision.



Phone

+972-54-7517345



Email

adinahum@outlook.com



Location

Holon - Israel



Website

www.adinahum.com

SKILLS

Product Design
UI UX
App Design
Web Design
Typography
Prototyping
Creative Direction
Marketing
Social Media
Ad Campaigns
Trade Shows
Branding
Packaging
Print

LANGUAGES

Hebrew: Native

English: High Proficiency

KEEP IN TOUCH



WORK EXPERIENCE



ADesign Studio 2024 - Present

FOUNDER & VISUAL DESIGN SPECIALIST

- Founded a multidisciplinary high-end design studio for startups and businesses
- UI/UX design for platforms, apps, and websites - from concept to prototype
- Branding, packaging, print, and marketing design
- Design of campaigns, social media, and exhibitions
- Leading end-to-end creative processes and ensuring visual consistency
- Managing client relationships, project workflows, and business operations



Canditech 2023 - 2024

PRODUCT & MARKETING DESIGN LEAD

- Cross-platform, pixel-perfect product design (B2B2C)
- Conducting UX research to drive user-centered design
- Website redesign and maintenance
- Brand identity uplift across all company assets
- Production of marketing assets aligned with brand identity and objectives
- Collaborating closely with R&D and marketing for cohesive strategies



Vayyar 2021 - 2022

UI/UX EXPERT & SENIOR MARKETING DESIGNER

- Research and execution of web design UI/UX for leading websites
- Hands-on ownership of each cohesive project as a whole
- Planning, design, and implementation of trade shows
- Design of marketing collaterals (magazines, billboards, social media, etc.)
- Production of motion graphics and commercial materials
- Working closely with R&D and marketing departments alike



Livia - 2019 - 2021

PRODUCT & MARKETING DESIGN LEAD

- Application UI/UX and web design
- Production of advertising materials for social networks
- Production of marketing materials (newsletters, presentations, etc..)
- Brand identity uplift



Backup - 2008 - 2018

CUSTOMER SUCCESS & SALES RETENTION MANAGER

- Sales and distribution management
- Customer service (1st and 2nd tier)
- Customer success/retention (in accordance with KPIs)
- User acquisition and account management

EDUCATION

Technion - Israel Institute of Technology - 2022

User Experience design (UX)

Bachelor of Arts, Shenkar College 2015 - 2020

BA in visual communication

Specialized in Product Design (UX/UI), Typography, Branding

Hamechina, Tel Aviv 2013 - 2014

Design and architecture preparatory program

Olpanit High School, Tiberias 2006 - 2008

Majored in art and graphic design