



ADI NAHUM

Product Designer



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Email
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Location
Holon - Israel



Portfolio
www.adinahum.com

PRO SKILLS

Illustrator

Photoshop

Figma

InDesign

Premiere

LANGUAGES

Hebrew

English

KEEP IN TOUCH



ABOUT ME

Shenkar college graduate of visual communication. Highly organized, detail oriented product designer. Well versed with tech and business industries alike. Independent thinker trying to innovate and push the envelope in order to obtain a larger foothold in the product design industry.

WORK EXPERIENCE



Vayyar 2021 - 2022

SENIOR GRAPHIC DESIGNER & UI/UX EXPERT

- Research and execution of web design UI/UX of the most prominent sites
- 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 material & products
- Working closely with R&D and marketing departments alike.



Livia - 2019 - 2021

HEAD OF UI/UX AND ADVERTISING DESIGN

- Production of advertising materials for social networks
- Application UI/UX and web design
- Production of marketing materials (newsletters, presentations, etc..)
- Company rebranding and logo design



ibackup - 2008 - 2018

CUSTOMER SUCCESS AND SALES RETENTION MANAGER

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

TOOLS

Windows & Mac OS | Illustrator | Photoshop | InDesign |
Adobe XD | Premiere | Figma | Invision | Microsoft Office | Wix

FIELDS

App Design | Web Design | Prototyping | UI / UX | Typography | Branding
Packaging | Marketing | Advertising | Ad campaigns | Product design | Logo
Design | Print | Digital | Social Media | Creative direction | Trade shows design

EDUCATION

User Experience design, Technion university 2022 - Current

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