

HADAS HADAD

PRODUCT DESIGNER

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ABOUT ME

I'm a Product Designer with 4+ years of experience designing complex digital products and end-to-end user experiences.

Skilled at translating user needs and business goals into scalable, intuitive solutions.

Experienced in working cross-functionally with Product Managers, engineers, and stakeholders to understand needs and drive product decisions. Regularly leverage AI tools to support ideation, exploration, and design workflows

PROFESSIONAL EXPERIENCE

Product Designer at Beewise

2024-2026

- Led **end-to-end** design across multiple products, driving user experience from early concept through delivery.
- Translated complex user and business requirements into intuitive, **scalable solutions**.
- Conducted **user interviews** and leveraged **client feedback** to uncover key pain points and guide product decisions.
- Collaborated with **Product Managers** and **engineers** to align priorities and ensure high-quality execution.
- Established and scaled a **design system**, improving consistency and development efficiency.

Product Designer at PitangoUX (Now Triolla)

2022-2024

- Designed **complex B2B** systems and dashboards for clients across multiple industries (Taboola, SolarEdge, Ironsource, Beewise, Orpak etc.).
- Owned **end-to-end** design processes for multiple client projects, from research through delivery.
- Led UX processes from **research** to high-fidelity **prototypes** across web and mobile platforms.
- Translated ambiguous product requirements into **clear UX flows** and scalable solutions.
- Collaborated with stakeholders to define product requirements and improve usability.

Human Resource Manager Replacement and Shift Manager | Steimatzky book store at Ben Gurion Airport

2016-2021

- Managed shifts and employee operations, including supervision of a large team.

EDUCATION

Shenkar Handesaim

2019-2021

Visual Communication Design

Tel aviv university

2018

Social Work Studies

Maof

2017

Business Agency Entrepreneurship Course

MILITARY SERVICE

Behavioral science diagnoser at the psychology department

2012-2014

- Conducted interviews and analyzed sociometric data to understand user needs and improve well-being.

SKILLS

- User research, user interviews
- Translating user & business needs into product solutions
- Wireframing, prototyping, UI design, design systems
- Complex systems & dashboards, collaboration with PMs & developers
- Leveraging AI to explore, define, and build product features in collaboration with developers

TOOLS

- Figma, Jira, AI tools (Claude, Google AI Studio, Lovable, Stitch)

LANGUAGES

- Hebrew (native)
- English (fluent)