



Idan Simon

Product Designer

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www.idansimon.com

Experience

Product Designer

inabit

Jan 2022 - Jan 2023

BTB platform that aim to use, control & manage digital assets

Responsible for the product establishment from scratch.

Study and research, creating design language, design system, prototyped wireframes.

Web & Brand Designer

Affilomania

Jul 2021 - Jan 2022

PROFTIT management software (CRM) for the Finance industry.

Responsible for web design for multiply clients in the capital market, brand and marketing materials.

Jan 2022 - Jan 2023

LeadsBasket - BTB platform that helps service providers to be matched to the best potential customers, who are looking for their service in their area in a matter of minutes.

Design main website, landing pages, newsletters, banners, illustrates, tightening the language of the brand.

Professional Photographer

Self Employed

Oct 2018 - Mar 2021

Led campaigns for fashion companies as a photographer, concept, and art content. Worked with a variety of fashion, industrial and jewelry designers, likewise experts from the television and theater industry.

Produced documentary stories of people, culture, and art.

Skills

Problem-Solving

Research

Prototyping

Visual Design

Attention to Details

Adobe

Figma

Sketch

Languages

Hebrew

Native

English

Fluent

Education

User Experience and Product Design

Create School, Tel-aviv

2020

Art

Bezalel Academy Of Art And Design, Jerusalem

Bachelor of Fine Arts

2019