

Adi Brodeski

UX/UI Designer | Multidisciplinary Creative Professional

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Executive Summary

- **Expertise:** Experienced UX/UI Designer with a strong background in graphic design and stage design. Specialized in user-centered design, prototyping, and storytelling-driven visual experiences.
- **Key Responsibilities:** Leading UX/UI design projects, conducting user research, developing interactive prototypes, and collaborating with multidisciplinary teams.
- **Skills & Knowledge:** Proficiency in Figma, Adobe Suite, information architecture, responsive web design, and AI-powered design tools.

Professional Experience

2023 - Present | UX/UI Designer

UX/UI Design & Development

- Designed and executed end-to-end UX/UI processes, including wireframing, prototyping, and high-fidelity design.
- Developed UX flows and interactive wireframes to optimize usability and accessibility.

User Research & Testing

- Conducted user interviews and usability testing to improve interface functionality.
- Created design systems and branding guidelines for digital platforms.

Key Projects:

- [Sounds](#) – E-commerce platform for musical instruments and services.
- [Bookly](#) – Mobile app for public library memberships.
- [Crafty](#) – DIY project planning and management app.
([Portfolio available for review](#))

2016 - 2023 | Freelance Graphic Designer

Branding & Visual Identity

- Designed branding, promotional materials, and print graphics for theater productions, cultural events, and educational institutions.
- Developed cohesive design systems to align with project vision and audience engagement.

Collaborative Design

- Worked alongside cross-functional teams, including marketers, creative directors, and product managers.

2007 - 2023 | Theater Educator & Department Coordinator

Artistic & Pedagogical Management

- Led artistic projects and stage productions, integrating multimedia design elements.
- Designed educational curricula incorporating storytelling and visual engagement techniques.

Project Management

- Leading and coordinating educational, technical and administrative teams to implement educational and artistic projects.

2010 - 2020 | Artistic Director, Designer & Producer

Creative Direction & Production

- Directed and designed stage sets, costumes, and immersive visual narratives.
- Managed production planning, vendor coordination, and creative execution.

Audience Engagement

- Developed and implemented storytelling-driven strategies to enhance audience interaction.

2011 - 2013 | Interior Design Assistant, Gabriel

Concept Development & Design

- Assisted in the conceptual and practical design of commercial and residential spaces.
- Provided consultation on styles, color palettes, and materials.

Client & Supplier Coordination

- Worked with suppliers and clients to create tailored design solutions.

2010 - Present | Freelance Photographer

Photography & Visual Composition

- Captured and produced high-quality visual projects across artistic and commercial fields.
- Edited and enhanced images using Photoshop.

Exhibitions & Publications

- Featured in multiple group exhibitions showcasing photographic storytelling.

Education & Skills

- **2024 | UI/UX Advanced Design Course - Netcraft Academy**
- **2021 | M.A. in Cultural Studies - University of Haifa (*Thesis: Political Protest in Hip Hop by Immigrants from the Former Soviet Union in Israel*)**
- **2020 | "Lahav" Cultural Institution Management Program - Tel Aviv University**
- **2015 | B.Ed. in Theater Directing & Teaching - Seminar Hakibbutzim (Graduated with Honors)**
- **2010 | Acting Studies – Goodman Acting School, Be'er Sheva**

Certifications

- UX/UI Advanced Design Certification - Netcraft Academy.

Awards & Recognition

- **2019 | Arditi Foundation Award Winner** - for the play "*Stuck*".
- **Author** - "*Ori's Smile*", a children's book promoting positive thinking.

Technical Skills

- **Design & Prototyping:** Figma | Adobe Photoshop & Illustrator
- **User Experience & Research:** Wireframing | Prototyping | Usability Testing
- **Visual Design:** Information Architecture | AI-powered Design Tools | Responsive Web Design
- **Soft Skills:** Attention to Detail | Project Management | Creative Problem-Solving

Languages

- Hebrew - Native
- English - Proficient
- Spanish - Proficient