

IDO MOKADY

Product Designer

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PROFILE

Product designer with a B.A. in Psychology and User Experience. Strong research foundation, qualitative and quantitative, with hands-on skills in Figma, Webflow and AI implementation.

EXPERIENCE

Freelance Product Designer

Independent · Tel Aviv | Dec 2025 – present

- **Klil Dekel** (fashion label): designed an immersive lookbook prototype, then rescope'd it into the live one-page site, dekel-studios.com.
- **Evtzan Ishay & Co.** (accountancy firm): sole designer and developer, from requirements and spec through UI design and Webflow build.
- **Words Matter** (self-initiated): a Chrome extension that adds an AI context layer to everyday reading, designed and built end to end.

UX Designer - Academic Practicum

Chasdei Lev (NGO) | 2024

- Benchmarked the existing system with SUS (n=15): 64, below the 68 average. Mentors had no single view of their families and tracked them in spreadsheets and WhatsApp.
- Redesigned the financial mentors' dashboard around the people who actually open it, from desktop mockups to interactive prototype, as one of three designers on a 5-person team.
- Presented the solution to the CEO; it became the blueprint for the system's next stages.

Restaurant Manager

Shaffa Bar, Jaffa | 2021–2025

- Ran daily operations of a 40-person team at a high-volume Jaffa venue - hiring, training, scheduling, supplier relationships, service standards, and administrative oversight - and kept it running through the post-October-7 collapse in the sector.

Squad Commander, Sayeret Golani

IDF | 2015–2018

- Active reservist: ~250 days of reserve duty since 2023

EDUCATION

B.A. Psychology, specialization in User Experience

The Academic College of Tel Aviv-Yaffo | 2021–2024 | GPA 88

- 20-credit UX specialization: UX Research, Quantitative UX Research, Advanced Specification for Complex Systems, and a supervised practicum. Seminar paper on user-empowering design.

AI Solutions Implementer

Analiza, 184 hours | 2026

- Make and n8n automation, agent building, API and webhook integration, and mapping business processes to AI solutions.

SKILLS

Design: Figma, information architecture, user flows, prototyping, design systems (tokens & variables), responsive design

Research: user interviews, survey design, SUS, heuristic evaluation, thematic analysis, SPSS

Build & AI: Webflow, HTML/CSS, AI-assisted development (vibe coding), Git, LLM integration, AI agents, Make, n8n

Languages: Hebrew (native), English (fluent)