Udi Assouline

Senior Product Designer | Fintech, Complex Workflows & AI Prototyping

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Senior Product Designer with 8+ years of experience designing and shipping digital products across B2B SaaS, fintech, AI/ML and data-driven platforms. Experienced in end-to-end product design, from discovery and user research to information architecture, interaction design, prototyping, usability validation and production delivery.

Combines strong UX problem-solving with hands-on UI execution, experience across web and mobile, and a focus on scalable design systems and measurable product outcomes. Works closely with Product and Engineering to translate complex requirements into clear, intuitive experiences, iterate on feedback and deliver production-ready design.

CORE EXPERTISE

Product Design: End-to-end UX/UI · Product discovery · User research · Information architecture · User flows · Interaction design · Prototyping · Usability testing.

Visual & Cross-Platform Design: High-fidelity UI · Web and mobile UX · Responsive experiences · Visual hierarchy · Interaction patterns · Edge cases and error states.

Design Systems & Delivery: Figma · Components and variants · Auto Layout · Reusable patterns · Design systems · Design QA · Developer handoff.

Product Optimization: Data-informed design · Usability feedback · Workflow optimization · Product metrics · Iterative design.

AI-Assisted Workflows: Claude Code · Cursor · Figma MCP · Functional prototyping · Rapid concept exploration.

WORK EXPERIENCE

Primary Product Designer - Ad-Tech Operations & Analytics Platform

Primis (by UM) | Oct 2022 – Aug 2025

- Led end-to-end product design for complex advertising and monetization workflows, from discovery and problem framing through interaction design, prototyping, validation and production delivery.
- Designed role-based dashboards and interfaces, adapting information hierarchy and workflows to different user roles, permissions and operational needs.
- Simplified domain management workflows. Mixpanel showed a 20% reduction in configuration time and a 12% reduction in user errors.
- Redesigned the campaign management table and setup form. Campaign configuration time dropped 24% (Mixpanel).
- Replaced a 30-50 second log-out-and-in to view a publisher's data with an in-dashboard selector that switches in under a second.
- Conducted user interviews and usability testing, translating user feedback and product insights into design improvements.

- Built and evolved a scalable design system with reusable components, semantic colors and documented interaction patterns.
- Partnered closely with Product and Engineering to explore solutions, address technical constraints, refine interaction details and support design QA.
- Used Claude Code, Cursor and Figma MCP to explore concepts, build functional prototypes and edit code in existing projects. These AI-assisted builds were exploratory and were not released to production.
- Selected case studies:
  Campaigns & Placements Management Platform
  Reporting & Configuration Dashboards
  SSP domain management dashboard

Senior Product Designer - Elasticsearch Monitoring and Alerting Platform
Opster | Sep 2021 – Aug 2022

- Designed monitoring, alerting, dashboards and incident-management workflows for technical users.
- Translated complex system behavior and data into clear, actionable interfaces.
- Collaborated with Product and Engineering from problem definition through delivery, balancing user needs with technical constraints.

Senior Product Designer
Self-Employed | Oct 2020 – Present

- Design end-to-end digital products for startups and product teams, from product definition and UX strategy through prototyping and delivery.
- Work directly with founders and stakeholders to translate business and user problems into practical product experiences.
- Explore emerging AI-assisted tools and rapid prototyping workflows to accelerate ideation and iteration.

Data Collection Division Product Designer - AI/ML Retail Operations Platform
Trax Retail | Jan 2018 – Aug 2020

- Designed mobile and web experiences that combined AI, computer vision, hardware, and software for global retail operations.
- Redesigned the shelf-capture flow around real-time camera guidance. Capture failure dropped from about 30% to about 6% (Mixpanel).
- Redesigned the desktop tool for setting up stores, routes and field tasks. Related support tickets dropped about 30% (Jira).
- Designed task assignment, route planning and validation workflows for field users working in real-world environments.

Senior Product Designer - Fintech: Trading Desktop Platform & Mobile App
Central Spot | Mar 2015 – Nov 2016

- Designed desktop and mobile trading experiences for users making time-sensitive financial decisions.
- Simplified complex financial information and trading workflows, emphasizing clarity, precision and usability.

Lead Designer / Team Lead
Trade Networks | Jan 2011 – Dec 2014

- Designed registration, onboarding, deposits, payments, KYC and compliance journeys.
- Improved customer journeys with a focus on conversion, activation and reducing friction.
- Collaborated with Product, Marketing and Business stakeholders to align user experience with business goals.
- Led and mentored a team of three junior designers.

Lead Designer / UI & Flash Designer
TradeFXL | Aug 2008 – Dec 2010

Designed UI and interactive experiences for financial platforms, online trading websites and digital products.

SELECTED PRODUCT DESIGN WORK

Complex Data Products

Primis: Complex systems / permissions / roles / research / design system / visual language / data.

Mobile Logistics Experience

Trax Retail: Mobile onboarding and AI/ML-powered retail workflows.

Video Discovery Experience

Primis: Vertical Player - Mobile & Desktop.

EDUCATION

John Bryce - Animation & Video Editing
Course Certificate - Graduated with excellence | 2005

Sapir - Interactive Communication & Multimedia
Interactive Communication | 2003 – 2004

Sapir - Mass Communication & Media Studies
B.A. Communication | 2000 – 2003

TOOLS

Figma · Claude Code · Cursor · Figma MCP · ChatGPT · Mixpanel · Jira · HTML/CSS/JavaScript · Basic Git

LANGUAGES

Hebrew - Native
English - Professional