Udi Assouline

Senior Product Designer | B2B Platforms, AdTech, Fintech, AI Workflows & Prototyping

Rachel Hameshoreret, Yavne | **052-328-2047** |
udilin@gmail.com | **udisign.com** | linkedin: **udi-assouline**

Senior Product Designer with 10+ 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

Independent Product Designer
Udisign Studio | Aug 2025 – Present

- Design and build products end to end with AI coding agents (Claude Code, Cursor, Figma MCP), to learn where AI speeds up product design and where a designer still has to decide.
- Northfield: a fraud review console where an AI agent stops risky payments and a human makes the call.
- BiltOn Risk Intelligence: a dashboard designed and built by six AI agents in sequence, with 457 automated tests.
- 4 more working products in the AI Lab: udisign.com/portfolio/ai-lab

Sole 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.
  Built and owned Primis' design system on top of Google's MUI: customized components, variants and variables in Figma, mapped one-to-one to the MUI theme in code, so engineers shipped UI without design drift.

- 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 teams, locally and overseas, to explore solutions, address technical constraints, refine interaction details and support design QA.
- Used Claude Code, Cursor and Figma MCP to explore concepts.
- 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.

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, collaborating with teams locally and overseas.
- Redesigned the shelf-capture flow around real-time camera guidance. Capture failure dropped from about 26% 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 – Jan 2017

- 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.

Video Discovery Experience

Primis: Vertical Player - Mobile & Desktop.

Mobile Logistics Experience

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

AI Case Studies

UX research & architecture, UI design, usability, coding, testing.

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