

Hello, I'm

Idan Sudaey

Product designer, UX lover, nice guy.

An autodidact product designer with a knack for simplifying complex systems. Tech savvy and naturally organized, my sweet spot is between product and dev. I care deeply about design, but even more about user value.

Portfolio

www.idansud.com

Phone

054-5977207

Email

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Professional Experience

Ply · Senior Product Designer (ply.io)

June 2020 – Present

Led product design for a no-code platform that enables customizing existing apps. Ideated and designed the entire product from first prototype to final features.

- Designed core product flows, optimizing user experience and scalability.
- Collaborated closely with developers to define and implement new features.
- Specialized in no-code solutions, enabling custom workflows in third-party apps.

Tross · BiggerCake · Product Designer (biggercake.com)

2018 – June 2020

UX and UI Design for BiggerCake – BI and Marketing SaaS

- Built design system and implemented UI components.
- Collaborated with PM and developers to ensure UX consistency.
- Created all marketing assets (website, animated assets).

Freelancer · UX/UI & Graphic Designer

2014 – 2018

Created marketing designs and digital user experiences for a range of clients.

- Led design across branding, websites, and interactive platforms.
- Designed and developed websites, apps, animations, banners, and landing pages.
- Managed social media campaigns and assets (Facebook, Instagram, YouTube).
- Designed logos, flyers, posters, and business cards.
- Created 3D models and visuals using Cinema 4D and Blender.

Skills

Design

Figma
Adobe Illustrator
Adobe Photoshop
After Effects
Adobe Premiere
Lottie

Technical

Front-end:
HTML, CSS, JavaScript

Process

User Testing and Research
Collaboration with Dev

Languages

Hebrew (Native)
English (Fluent)

Education

Shenkar College of Engineering and Design

2016 – 2017 | Israel, TLV

Diploma in Interface Design and Development

Specialized in UX/UI, front-end, user research, wireframing, and responsive design.

Kavim College

2013 – 2015 | Israel, TLV

Diploma in Visual Communication

Focused on design, branding, typography, and color theory.