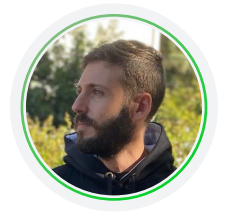


Gadi Gila

Product design lead
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Herzliya, Israel



Hey, I'm Gadi! I'm a product design leader with 10+ years of experience in B2C & B2B2C. My approach is rooted in empathy, research, and collaboration - creating designs that truly meet user needs while driving business goals

GADIGILA



Experience:

2023 - Present

Gankster, Head of Product Design

Lead product design for a gamer-focused social platform, turning matchmaking into meaningful connections.
Responsible for UX, UI, and design systems, while leading initiatives in data, optimization, and retention to expand and engage the player base.

2023 - Present

Yves Rocher USA, Product Design & CRO Consultant

Led the design of the U.S. eCommerce for a French beauty brand entering a new market.
Designed intuitive flows and social features tailored to customer needs.

2021 - 2023

Visually.io, Head of Design, (Founding Team)

Founding designer for a Shopify-native SaaS platform helping brands of all sizes run optimization and CRO at scale with minimal resources.
Led product and brand design end-to-end - from UX and UI to design systems - shaping the first version of the platform and its merchant experience.

2021 - 2024

Qases / Epicpaint, Product Design & CRO Consultant

Worked with founders of two eCommerce startups (custom phone cases & portrait art) from idea to launch.
Defined UX strategy, built key flows, and led CRO initiatives that stabilized performance and drove long-term growth.

2021

Resident, CRO & Product Design Specialist

Brought in as a specialist to upgrade product design for Nectar Sleep, the company's flagship mattress brand
Set up CRO processes and ran data-driven experiments to improve key funnels and increase conversions

2020 - 2021

Adika, Head of Product Design

Led product design for a fast-fashion eCommerce brand expanding into the U.S. market.
Managed a 5-person team and applied CRO methods to optimize shopping flows and drive growth.

2017 - 2020

GlassesUSA, Head of Product Design

Built and scaled the Product Design department from scratch, growing it to a 6-person team.
Redefined the online eyewear shopping experience by leading UX, UI, and optimization efforts that improved key business KPIs.

2015 - 2017

Studio Gadin, Co-founder & Art Director

Most of our work, along with branding work, is the creation of video clips for small and large businesses, animation films and ambitious projects for Headstart
We write, shoot, direct and produce videos for each client, according to the uniqueness of his or her personal project.

Education:

Dedicated to Lifelong Learning

Constantly Improving Through online courses,webinars, masterclasses, and real-life experiences.

2024

Growth.Design, Product Psychology Masterclass

2020

IAC - Israeli Animation College, 3D Animation Course in Blender software

2017 - 2019

Create Future, Conversion Rate Optimization + User Experience Design

2014 - 2017

Musrara, Bachelor of design, Visual Communications, Graduated with Honors