



# MIRAN NUDELL

Product Design Professional @ 

## CONTACT

 +972-523-776833

 [miran.nudell@gmail.com](mailto:miran.nudell@gmail.com)

 Central District, Israel

 [www.linkedin.com/in/miran-nudell](http://www.linkedin.com/in/miran-nudell)

## EDUCATION

### INDUSTRIAL DESIGN

B.Design  
H.I.T (Holon Institute of Technology)  
2007-2011

### PRODUCT DESIGN

Bezalel - Academy of Art & Design  
2001-2002

## SKILLS

- ★ Product Leadership
- ★ Long-Term Strategic Planning
- ★ Product Management Expertise
- ★ Team Leadership
- ★ Practice Management
- ★ Cross-Functional Team Collaboration
- ★ Product Design Oversight
- ★ Information Architecture and Data Analytics Proficiency
- ★ Proficient in **Agile methodologies** and tools such as **Jira, Confluence, Mural, Trello**, etc.
- ★ Proficient in product design measurement methodologies
- ★ Expert in Design programs such as **Adobe Suite** (Illustrator, Photoshop, InDesign) **Figma, Sketch, SolidWorks**

## HOBBIES

- ★ Passionate for **3D Printing**
- ★ **Gardener** at heart
- ★ Beginner **Whiskey Brewer**

## PROFESSIONAL PROFILE

**Experienced product professional leader** skilled in **shaping product vision and design solutions for improving customer experiences**, bringing it to life, optimizing execution and delivering business results, with a **proven track record** of solving complex challenges from different industries, organizations and startups (Toys, Channel 2 news App, Militerial Iron-Dome platform, Medical tests, etc.). Strong leadership and team management skills while keeping an independent **hands-on managerial support**, Excellent communication and presentation skills and consistently achieving high eNPS scores (employee satisfaction). **Multicultural**, skilled in global work environment, having grown up and lived in South Africa, USA, Ireland and Israel.

I am a skilled strategic thinker with Deep understanding of user-centered design principles and Strong problem-solving and critical-thinking abilities. I am a highly innovative **entrepreneur**, with the right amount of **empathy** and **stubbornness** to get things done, always keeping a strong customer-centric focus to drive business success, and looking for my next challenge.

## WORK EXPERIENCE

### HEAD OF PRODUCT DESIGN

Flutter / Dublin, Ireland  / 2021 - Present

Flutter is the #1 gaming platform globally. As head of product design of the casino division I was **responsible for multiple complex systems, supporting 100M customers**. I have strong Team Leadership skills, successfully **built and led a high-performing team in an agile environment**, managing multiple streams **including Product Management, User Research, User Experience, User Interface, Visual Design and Frontend Development without compromise in Quality Assurance**. Employing design thinking methodologies, we consistently delivered positive ROI through iterative Design Strategy, Collaboration and Communication. During 4-years of comprehensive work, under my responsibility, the product has become the main growth engine for the company.

#### Notable Achievements:

- My team has elevated **product revenue from 10M to 140M NGR** in only 4 years, by leveraging customer feedback into building customer-centric experience, **making the casino division the company's most profitable vertical**.
- Remarkably increased **player reward usage from 5% to 98%** by addressing the #1 customer complaint.
- Reduced "Go Live" time by 20% through the implementation of Design Standards and Tools, including creation of a design system and comprehensive training for teams.
- Enhanced customer satisfaction and **brought NPS score from 8 to 8.5**, by extensive user research and ongoing efforts to reduce customer pain points.
- Introduced innovative mechanics to promote unique selling propositions (USPs) using existing technology capabilities at zero cost.

# MIRAN NUDELL

## REWARDS & PUBLICATIONS

### Books:

- ★ Design Objet

### Magazines:

- ★ Galleria
- ★ Nisha
- ★ Design Platinum
- ★ Lefigaro
- ★ OnOffice
- ★ Dudy
- ★ Makor Rishon
- ★ Space Cool Hunting

## WORK EXPERIENCE *continued*

### SENIOR FRONTEND PRODUCT MANAGER

Pokerstars / Dublin, Ireland 🍀 / 2017 - 2021

Leading a **team of a Product Manager, Frontend Developer and UI Designers**, my role involved collaborating with multiple cross-functional teams, to **shape the product vision and roadmap**. I led the retirement of an old Casino product from all markets, and **launched a global rebrand**, adhered to all regulatory requirements. I was responsible for leading and overseeing the execution of frontend product strategies, leveraging my expertise in user experience, design thinking, and industry trends, to deliver innovative customer-centric digital experiences.

My work redefining the Casino product has elevated into what in 4 years time would be the main growth engine of the company, bringing yearly net revenue from 10m to 140m.

### FREELANCE UX & DESIGN PROFESSIONAL

Tel-Aviv, Israel / 2009 - 2017

I have built a successful freelance career specializing in UX projects & product design, collaborated with diverse clients from various industries and delivered innovative and user-centric solutions. My extensive experience included conducting user research, creating wireframes and prototypes, and designing intuitive user interfaces. Throughout my freelance journey, I have honed my skills in project management, communication, and client collaboration. The compelling digital experiences I crafted have led to long-lasting client relationships and a proven track record of successful UX projects.

#### Notable Projects:

- **N12 News, Mobile App** - Crafted the user journeys and GUI designs of the **rebranded** app, for iOS and Android platforms, leveraging the unique best practices of each platform.
- **Militerial Iron-Dome platform (KMI Software Systems LTD)** - Collaborated closely with the engineering team and with assigned psychologists to establish a flawless “no mistake”, intuitive and simple system.
- **Hello Kitty Math, Mobile App (Mobile 1)** - Illustration and GUI crafted to fit soft youth aesthetics.
- Engaged as a long-term contractor for multiple years with various clients, including **MSD, Dell EMC**, and the **Chamber of Commerce and Industry Israel** - **for which I did a diverse variety of projects including design, branding and marketing**