

Yossi Gorin

UX/UI Designer

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Tel. 052.745.8200

Profile

9+ years designing digital products. Solid intuition for identifying and solving real user problems. Exceptionally skilled in producing a clean, visual design. Ability to prioritize projects, communicate progress and deliver on time. Comfortable working with a variety of teams and design counterparts. Fluent English/Hebrew, English mother tongue. Strong desire to accomplish.

Experience

- Designing products and features for mobile and web
- iOS and Android design guidelines
- User research
- Wireframes, prototypes, user-flows, style guidelines and personas
- Icon design
- Photoshop, Illustrator, InDesign, Sketch, Invision, Wordpress, Mac/PC
- Working in an Agile/Scrum development process

Work History

Appcoin, 2015-present

Develop user experience design concepts, wireframes, mockups, usage scenarios, prototypes, specifications, navigation maps, style guidelines, and other UX design deliverables. Help establish and reinforce consistent design patterns. Define structure and behavior of user interface components. Present in-depth UX reviews and stakeholders' presentations.

Xwise, 2013-2015

Collaborated with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience. Presented designs and key

milestone deliverables to peers and executive level stakeholders. Established and promoted design guidelines, best practices and standards. Initiated and took creative lead on multiple mobile projects. Redesigned the Xwise corporate website including directing of photography and video animation.

New Edge Design, 2012-2013

Redesigned clients' ecommerce website resulting in a conversion rate of 13% (average is 2-3%). Designed and strategized more than 6 successful online ecommerce websites, one producing more than \$700,000 in revenue in just over a year. Collaborated regularly with international team of developers, designers and online marketing experts.

Or Hakochav Publications, 2010-2012

Created print graphics and weekly layout for deadline-dependent publication. Initiated and managed the redesign of the publication resulting in a 25% increase in annual ad revenue.

Click Internet Development, 2009-2010

Designed user interfaces that provide simplicity and user friendliness and flash animations.

Yogo Graphics, 2005-2009

Provided web design, design consultations and large scale corporate branding. Worked with international clients and created lasting business relationships in U.S., Canada, Israel, U.K. and Philippines.

Education

Graphic Design, Computer Graphics and Layout - Merkaz Institute of Technology (*Jerusalem*)

Flash Animation and Web Design - Merkaz Hadracha Prog (*Ramat Gan*)

Advanced Wordpress - New Media (*Tel-Aviv*)