

# Yossi Gorin

**Product Designer.** Based in Israel, working globally.

## ABOUT ME

A Product Designer with 15 years of experience in designing SaaS, AI, E-Commerce, Navigation, B2B, B2C, Gaming, and various other domains, transforming complex concepts into user-centered, intuitive designs. I bring strategic thinking, excellent communication skills, and a thorough grasp of the product life cycle to every project.

## EXPERIENCE

### **Triple Whale, Senior Product Designer**

Jerusalem, IL, 2022-2023

- Led the design of products for a fast-growing SASS startup
- Worked with an agile design process to create high-performing MVPs in the areas of AI, data analytics, creative reporting, and performance insights
- Conducted user interviews and user research before, and after product launches
- Work efficiently in a fast-paced environment
- Designed products that contributed to the increase of the company's ARR from under \$1M to \$17M in the span of 10 months
- Other projects worked on included restructuring the sign-up flow, onboarding, navigation, pricing model, and pitch decks

### **Manna, Senior UX Designer**

Petah Tikvah, IL, 2020-2022

- Led design of a consumer and driver app in the food delivery industry
- Worked closely with product managers to define product requirements
- Analyzed user data to extract actionable product insights

### **YOGO Design Agency, Digital Designer**

Global, 2019-2020

- Information architecture, UX, and UI design for an iOS productivity app
- AI interface design for a crisis management platform
- Designed responsive websites for eSports, gaming, and medical industries
- Provided design consultation for clients in the United States and Israel

### **Proacts, UX Designer**

Tel Aviv, IL, 2016-2019

- Led the redesign of a geo-location-based security app
- Developed UI for a ride-sharing mobile app (Android/iOS)
- Designed a cross-platform emergency response app
- Other projects included designing apps for finance, productivity, navigation, and social networking industries
- Worked with global clients including the Red Cross and the UN

## CONTACT

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## SKILLS

Problem Solving  
Collaboration  
Communication  
User Personas  
User Experience  
User interface  
iOS  
Android  
Web  
Design systems  
Information Architecture  
Wireframes  
User Journeys  
Rapid prototypes  
Figma  
Adobe Suite  
Visual presentations  
Marketing Design  
Branding

## EDUCATION

Prog-Web Design  
Merkaz Hachshara-Graphic  
Design  
Interaction Design Foundation-UI  
Design Patterns  
Google-UX Design (In progress)