

Yossi Gorin

SaaS B2B Product Designer

ABOUT ME

A Product Designer with 15 years of experience designing SaaS, AI, E-Commerce, Navigation, B2B, B2C, Gaming, and other industries. I possess strategic thinking, excellent communication skills, and a thorough grasp of the product life cycle. My design style is clean, simple, and modern but I design according to the needs of the product.

EXPERIENCE

GORIN Design Agency, Digital Designer

Global, 2019-2024

- Contract designer
- Freelance designer
- AI interface design for a crisis management platform
- Designed responsive websites for eSports, gaming, and medical industries
- Brand identity

Triple Whale, Senior Product Designer

Jerusalem, IL, 2022-2023

- Led design projects for a fast-growing SASS startup including sign-up flow, onboarding, Information Architecture, Pricing, and pitch decks.
- Worked with an agile design process to create high-performing MVPs in the areas of AI, data analytics, creative reporting, and performance insights
- 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 12 months

Manna, Senior UX Designer

Petah Tikvah, IL, 2020-2022

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

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

UX Design

UI Design

iOS

Android

Web

Design systems

Information Architecture

Wireframes

User Journeys

Rapid prototypes

Visual presentations

Marketing Design

User Personas

Brand Identity

Social Assets

Brand Guidelines

EDUCATION

Prog-Web Design

Merkaz Hachshara-Graphic

Design

Interaction Design Foundation-UI

Design Patterns

Google-UX Design (In progress)