

Gili Gorenstein

UX/UI Product Designer

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[View my portfolio](#)

I'm an experienced tech industry designer with empathy, microcopy skills, and B2C/B2B marketing knowledge. I'm passionate about the entire design process, including user research. I'm looking for a product designer position within an established and collaborative design team, where I can contribute across the entire product lifecycle.

EXPERIENCE

Verbit - Product Designer

2023 - Present

- Designed and implemented features for a transcription job ordering and management platform in collaboration with R&D, enhancing efficiency and optimizing customer funnels.
- Oversaw the design system, expanding components and providing team training.

Stream Elements - Product Designer

2021 - 2023

Collaborated with PMs, data analysts, and development teams to create features benefiting content creators' growth and income. Conducted thorough user research, including interviews, usability tests, and surveys. Developed wireframes, prototypes, and designs. Notably, my redesign of the tipping page resulted in a remarkable 20% increase in revenue.

888holdings

2005 - 2021

• UX/UI Designer

2017 - 2021

- Worked with the PM and R&D to develop strategic roadmap features, including an AI-powered secure gaming solution that drove a 50% increase in user engagement and action.
- Designed mini games that consistently boosted conversion rates for bingo card purchases.

• Design Team Leader

2013 - 2017

Led a team in creating impactful marketing campaigns for both B2B and B2C on web and mobile platforms, while also actively contributing to hands-on product-oriented design projects.

• Marketing Designer

2005 - 2013

Designed marketing campaigns, websites, and branding materials for B2C and B2B.

EDUCATION

Netcraft Academy

UI / UX Design

2017

Minshar for Art

Multimedia Design

2005 - 2006

Camera Obscura

Multimedia Design

2002 - 2005

MILITARY SERVICE

Liaison officer in the Medical Corps.

LANGUAGES

Hebrew, English

SKILLS

User Interviews, Wireframing, Prototyping, UX/UI Design, Usability Testing, Figma, Miro, Adobe CC, Sketch, Zeplin, Invision, Mac and Windows OS.

VOLUNTEERING

Design for "Children of Light", NGO that supports children with Nevus.

References available upon request.