

Gili Gorenstein

UX/UI Product Designer

054-242-8625 | Giligo25@gmail.com

[View my portfolio](#)

In addition to my empathy superpower, I have over 4 years of product design experience. Furthermore, I have microcopy skills, B2C and B2B marketing experience, and an art and animation background. Apart from my passion for the entire design process, I enjoy conducting research and user interviews. I thrive when I'm part of a team of intelligent, positive, and collaborative individuals. Let's create some awesome products together!

EXPERIENCE

Stream Elements

2021 - Present

Product Designer

Collaborated with PM, data analysts, and development teams to create features that empower creators to better connect with their fans and followers, and earn a living from their passions. One of the notable projects was a redesign of the tipping page, resulting in a 20% increase in revenue per transaction.

888holdings

2005 - 2021

● UX/UI Designer

2018 - 2021

Worked closely with the PM and R&D team to develop key features for the company's roadmap, such as the "Control Center", an AI-powered observer dashboard. The dashboard was successful, with 50% of users revisiting it and taking action.

● UI Designer

2016 - 2018

Focused on UI UX design for mini games that led to a boost in conversions for bingo card purchases.

● Design Team Leader

2011 - 2016

Led a team of designers and front-end developers in redesigning 888's Bingo product for web and mobile platforms, focusing on the bingo rooms gallery for B2B and B2C brands. Additionally, I managed art direction for marketing campaigns and branding for consistency and cohesiveness.

● Marketing Designer

2005 - 2011

Designed marketing materials, campaigns and websites for company products.

EDUCATION

Netcraft Academy

UI / UX Design

2017

Minshar for Art

Graphic Design, Animation, Interactive, Video, and Special Effects

2005 - 2006

Camera Obscura

Graphic Design, Animation, Interactive, Video, and Special Effects

2002 - 2005

MILITARY SERVICE

Full service as a liaison officer in the Medical Corps

LANGUAGES

Hebrew, English

SKILLS

Fully proficient with both Mac and Windows environment, Adobe creative suit, Figma, XD, Sketch, Zeplin, Invision

VOLUNTEERING

Graphic design for the "Children of Light", a nonprofit organization for children with Nevus and their families.

References available upon request.