

OR GILAN

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AI-passionate Creative Product Designer delivering end-to-end digital products from research to high-fidelity execution. Skilled at turning complex workflows into intuitive, user-centered experiences. Proficient in Figma, Claude Code, and design systems, with a strong visual eye and creative background in music production.

Professional Experience:

Fitness22 - Product Designer (2021 - Present)

- Collaborate on designing and refining the iOS experience for Fitness22's mobile apps, delivering dozens of feature versions.
- Architected AI-native design workflows by integrating generative tools like Claude Code, Lovable and Figma Make to rapidly prototype and validate complex system architectures. This approach accelerated the discovery phase, allowing for deeper exploration of user trust, transparency, and human AI collaboration before moving to final execution.
- Take full ownership of creating and implementing the company's design system to ensure consistency and efficiency across products.
- Deliver high-fidelity mockups, prototypes, and developer-ready assets using Figma for seamless developer handoff.
- Work closely with product managers, developers and stakeholders to iterate designs based on user feedback, usability insights, and performance data.

Graphic Designer Freelance (2020 - 2021)

- Design projects for different industries and a variety of clients such as Manpower Language Services and Webstick.
- Develop project concepts and maintain optimal flow.

Gett - Branding & Fraud Specialist (2017 - 2020)

- Managed and operated branding and fraud working processes.
- Developed project detailed flow and milestones to meet time lines, efficiency and quality.
- Managed suppliers, budgets and resources.

Military Service (2011 - 2014)

- Served in the Arrow Unit, taking part in classified missions under high-pressure conditions.
- Trained new soldiers to operate a complex system, meeting strict deadlines and performance goals under time-sensitive conditions.
- Conducted systematic interrogations.

Skills

Figma Claude Code VS Code Photoshop Illustrator Lovable Premiere Pro
Cubase Gemini After Effects Wordpress InDesign Salesforce Jira SAP

Education

Professional certificate in UX/UI

HackerU College

Professional certificate in Music Production

BPM College

Additional Experience & Interests

Professional tennis player

- Competing at top national and international levels, which cultivated mental strength, focus, and dedication.

Gaming fan

- I love exploring, experimenting, and pushing limits. It's the same energy I bring to my design work, driven by the creativity and problem-solving I've picked up from gaming.

LEGO enthusiast

- A passion for creativity, structure, and hands-on building - values that also inspire my approach to design.

Running & swimming

Languages

Hebrew - Native

English - Fluent