

# IGOR GINZBURG

Principal Product Designer

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## PROFESSIONAL SUMMARY

15 years building digital products that work. From Israel to Silicon Valley (Groupon, SmartRecruiters), I've designed across the full spectrum, early-stage chaos to scaled systems.

Since 2017, I've run my own practice, helping startups move fast without breaking things. I build design systems, bridge design and engineering, and ship production-ready UI that users actually enjoy. Lately, I'm deep into AI tools and vibe coding, exploring how to design and build faster while keeping quality high.

**What I bring:** Strategic design thinking, hands-on execution, and the ability to translate ambiguity into clarity. I lead, collaborate, and take ownership.

**What drives me:** Curiosity, positivity, and the belief that great products come from great teams. If you're building something cutting-edge and need someone who can elevate your product from concept to launch—let's talk.

## PROFESSIONAL EXPERIENCE

**Founder & Principal Product Designer** | Flowform LLC 2017 – Present

*Founded and operate boutique product design studio providing UX/UI and design systems for growth-stage companies and enterprise clients.*

- Led product design engagements for 20+ clients including project for **Walmart, Adobe, Kard (fintech), WarrCloud (auto warranty SaaS), and MyUS (e-commerce)**, delivering end-to-end UX/UI from discovery through production-ready designs
- Designed and launched mobile and web applications across SaaS, healthcare, marketplaces, fintech, and delivery platforms with focus on scalability and user-centered design
- Established design systems and component libraries to accelerate development velocity and ensure consistency across product lines
- Partnered directly with founders and executive teams on product strategy, roadmap prioritization, and design direction for early-stage through growth-stage companies

**Lead Product Designer** | Megastar (Mobile Talent Platform) 2016 – 2017

- Owned end-to-end UX, UI, and visual design for global digital talent competition platform serving mobile-first audience
- Collaborated with product, engineering, and marketing to deliver production-ready mobile designs and ensure high-quality implementation
- Established visual design system and brand identity, creating cohesive user experience across iOS and Android platforms

**Product Designer | Groupon** *2014 – 2016*

- Designed merchant-facing tools and internal operational systems to support local businesses at scale
- Led design for Self-Service Deal Creation Tool, Merchant Pages, and Groupon To Go (delivery/takeout service), improving merchant onboarding efficiency and user satisfaction
- Designed cross-platform experiences and booking features while collaborating with product and engineering teams to optimize usability and workflow efficiency

**Product Designer | SmartRecruiters (HR SaaS)** *2014*

- Designed UI/UX for recruitment workflows including social integrations, news feeds, notifications, messaging systems, and job list interfaces
- Collaborated with product managers to translate business requirements into intuitive user experiences for enterprise SaaS platform

**Lead UX, UI and Visual Designer | YouWowMe (WowApp)** *2012 – 2013*

- Designed complex cross-platform experiences for Desktop (Mac+Win) and Mobile (iOS+Android) applications serving global user base
- Collaborated with Product Manager to understand user needs and produced detailed wireframes, prototypes, and pixel-perfect mockups for development team
- Worked closely with Development Team throughout implementation process to ensure high-quality production and exceptional user experience
- Conceptualized and designed complete YouWowMe branding, including logo design and comprehensive visual language system

**Senior GUI Designer | AOL – ICQ Instant Messaging Division** *2008 – 2011*

- Led visual design and art direction for ICQ 7.0, flagship instant messenger serving millions of users globally
- Designed visual concept from ground up, managed design team, and collaborated with engineering to ensure production quality and exceptional user experience
- Delivered cross-platform design for Windows and Mac desktop applications, establishing consistent brand identity and interaction patterns

## CORE COMPETENCIES

UX Strategy & Research • Product Design • Design Systems • Visual Design • Interaction Design • Cross-Platform Design • Prototyping • Wireframing • Information Architecture • Design Leadership • Stakeholder Collaboration • Agile/Lean Methodologies • Vibe Coding • AI Tools

## TECHNICAL SKILLS

Figma (Expert) • Webflow • Adobe Creative Suite • Prototyping Tools • Design System Libraries • AI-Assisted Design • Vibe coding • Responsive Design • Mobile-First Design • Accessibility Standards (WCAG)

## EDUCATION & RECOGNITION

- **Bachelor of Arts – Interactive Product Design** | Shenkar College of Engineering & Design, Israel.
- EUROPRIX Multimedia Top Talent Award – Nominee (Top 21 of 278 global candidates)
- Featured by Reuters and international media for innovative mobile interaction design project (Chefi)
- Israeli Air Force – Squad Leader, First Sergeant (1998-2001)