

George Reznikov

Product Designer

053-3639477

Ramat Gan, Israel

georgemovepixels@gmail.com

PORTFOLIO LINK

LINKEDIN

EDUCATION

Yandex Practicum

UX/UI Design2021

Research methodologies, personas, responsive web/mobile design, user scenarios, user flows, wireframing, presentations and UI visual design.

Scream School

Motion Design2019

Learned animations, footage videos, and motion graphics using After Effects, Adobe Premiere and Illustrator.

MGUSIT

Bachelor of Arts2003-2008

TOOLS

Figma + Plugins
FigJam
Miro
Jira
Midjourney
ChatGPT
Storybook
Mixpanel
Photoshop
After Effects
Illustrator

SKILLS

Responsive design
Wireframes
Interactive Prototyping
UX Research
Competitor Analysis
Usability Testing
CJM
JTBD, User & Job stories
Design systems
IOS / Android guidelines
Micro motion design

LANGUAGES

English - Professional proficiency
Russian - Native
Hebrew - Intermediate (ב+)

EXPERIENCE

Road.Travel

Senior Product Designerfeb 2023 - Now

- Lead product redesign, implementing a scalable design system from scratch with variables and reusable components, impacting over 14,000 users.
- Developed an Android Automotive OS Application, pre-installed in BMW and Audi cars.
- Managed the Ford Wayfinder project, including wireframes, animated prototypes, and a UI Kit.
- Collaborated with R&D, stakeholders, and product managers.

Cyberkick

Senior Product Designerjul 2022 - aug 2023

- Launched 3 products (web, iOS, Android) using Figma, FigJam, Photoshop, Illustrator, and After Effects.
- Designed and developed B2B and B2C SaaS products, implementing user-centered design.
- Conducted usability testing and A/B testing to improve android user conversion rates by 24%.
- Created motion graphics and interactive prototypes.

FC Lokomotiv

Product Designer & Art Directorapr 2021 - mar 2022

- Led design processes, simplifying user experience and launching the main website with e-shop.
- Designed a loyalty program and collaborated with the product marketing team, resulting in a 30% boost in user retention.
- Created motion graphics for Loko TV YouTube club channel

TBWA

Creative Product Designerapr 2018 - apr 2021

- Developed creative communication design concepts for clients like Alcon, Nissan, HP, and Adidas.
- Designed visual content and motion graphics, winning 2 bronze Cannes Lions awards.
- Supervised and coached interns.

The Directors

Web & Graphic Designerapr 2015 - apr 2018

- Developed branding for Coca-Cola cans.
- Managed social media for Sprite.
- Designed interfaces for Fanta mini games for VK.com

VOLUNTEERING

Senior Product Designer

nov 2023 - Now

- Volunteering as a Senior Product Designer at SAFE.AI, an innovative mental health app for Israel. SAFE.AI provides AI-powered emotional support for those suffering from war-related trauma, anxiety, and other mental health challenges