GIGI GIORBELIDZE

Product Designer

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gigigiorbelidze.com

SUMMARY

Product Designer with over 4 years of experience in commercial web design, specializing in creating engaging user interfaces for more than 25 clients in the US, Australia, and the UK. Since 2022, I've been enhancing user engagement and increasing conversion rates by up to 30% at a White-Label Agency. I hold a Google UX Design Certificate and excel in Figma, crossfunctional collaboration, and end-to-end design processes. I am passionate about crafting intuitive and impactful user experiences from complex challenges.

EXPERIENCE

Product Designer

Team Camp

📅 08/2025 - Present 📍 London, United Kingdom

- At Teem Camp, I design team-building games and dashboards, focusing on improving usability and client experience. My work helps streamline user flows, create engaging interactions, and support the company's growth as we scale.
- Designing engaging team-building games and intuitive dashboards integrated with communication goals and user needs.
- Improving usability and client experience through seamless user flows, simplifying interfaces, and redesigning systems to maximize accessibility, engagement, and user satisfaction.
- Collaborating with cross-functional teams to implement design solutions and refining processes as the product evolves.

UX/UI Designer / Product Designer

White Label Agency

- Designed intuitive digital experiences for US and international clients, contributing to 25-40% improvement in user engagement metrics.
- Collaborated with stakeholders to develop user-centered websites and applications, achieving 15-30% increase in conversion rates.
- Created comprehensive design systems that improved team efficiency, social media engagement and brand visibility.
- Conduct user research, wireframing, and prototyping using Figma and Adobe Creative Suite ensuring design iterates for maximum effectiveness.

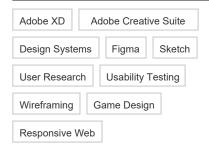
UX/UI Designer

Upwork

17 02/2022 - 08/2024

- Collaborated with diverse clients to design user-friendly interfaces that enhanced end user satisfaction by 25-35%.
- Conducted comprehensive user research and incorporated client-centered feedback to significantly improve user experience and engagement.
- Created responsive wireframes, prototypes, and final designs while effectively balancing user workflows by 25%.

SKILLS



EDUCATION

Bachelor of Arts in Digital Media

Tbilisi State Academy of Art

7 10/2021 - 06/2023 Tbilisi, Georgia

Bachelor of Arts in Graphic Design

Tbilisi State Academy of Art

10/2018 - 06/2021 Tbilisi, Georgia

TRAINING / COURSES

Google

Foundations of User Experience (UX) Design

Start the UX Design Process: Empathize, Define, and Ideate

GITA & NFW Horizons

UX&UI Design Jumpstart

Interaction Design Foundation

User Experience

LANGUAGES

Georgian Native Speaker B2 (Upper-Intermediate) **English** A2 (Elementary) German Portuguese A2 (Elementary) Russian A1 (Beginner)