Welcome to my personal space on the web!

I love designing intuitive and visually appealing experiences, especially digital.

My background is quite a diverse one, with a wide variety of experiences that have been a great source for inspiration and ideas for when I come to the working table. Some of the more impactful ones:

You can learn more about my professional background and projects below, and can reach out to me at bennyfrubin@gmail.com

Hello, and welcome to my personal website!

My background is quite a dynamic one, ranging from serving in the Israeli Air Force to participating in the University of Southern California’s World Bachelor in Business Program. However, two things have remained steadfast throughout my life – my love for design and passion for technology.

I have used my skills in business strategy, computer science and design across a handful of roles (including starting a few of my own ventures). Some of the highlights:

* Launching a laundry and dry cleaning service for university students in the Hong Kong University of Science and Technology
* Helping lead Clovia’s go-to-market strategy in Southeast Asia out of Mountain Partners’ Bangkok office
* Working in one of the key teams that spearheaded IBM’s transition toward Programmatic Marketing from their headquarters in Manhattan, New York

**What I believe in:**

**Good** design arises from aligning with trends and incorporating frameworks that have been proven to work.

**Great**design goes a step further – it necessitates a good dose of empathy, vicarious insight and an inclination to extrapolate.

A user’s experience with a product or interface is greatly benefited from creators with diverse backgrounds, and I bring mine to the table with every new opportunity that comes my way.

I have made it my life goal to create and help others build products and businesses that are a joy to engage and interact with.

There is a good chance I am able to help you too!