

# Gershom Charig

## Product Designer

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### **OakNorth**

Fintech, B2B, SaaS

### **Senior Product Designer**

Jan 2019 – Present

OakNorth is a next-generation artificial intelligence software solution for commercial lending. I was the first designer to join the company, hired to deliver the first version of the product and to form a Design Team, for which I hired 3 designers in my first 6 months of employment.

Currently, I'm the Design Lead of a 17 people cross-functional team, where we're building data-driven tools for credit analysis and monitoring. My role is to define and validate the end-to-end experience of our customers and ensure the quality of the final software.

During my time here I have worked on almost every aspect of the platform, contributing both to the delivery of vertical functionalities and to the overall product vision together with the senior management.

### **Credimi**

Fintech, B2B

### **Lead Designer**

Sep 2015 – Dec 2018

Credimi is a digital lending platform. I was the first employee of the company and a member of the management team, reporting directly to the CEO. As responsible for the end-to-end customer experience, I helped define, validate and launch the first version of the product, as well as craft the brand identity and visual communication of the company.

I developed a strong design culture in the organisation and helped the management make better decisions by promoting a user-centred approach. Through continuous improvements to the product and the customer experience, I helped the company become the fastest-growing digital lending platform in Europe in 2018, thanks to €80M funded to SMEs (5,000+ financed invoices) within its first year of activity.

In early 2018 I employed a new member in the design team, whom I managed until my departure from the company.

### **Objectway**

Fintech, B2B, SaaS

### **Product Designer**

Jun 2015 – Sep 2015

### **MoneyFarm**

Fintech, B2C

### **Product Designer**

Oct 2012 – Jun 2015

MoneyFarm is a digital wealth manager. I was the sole designer of the company for the entire employment, responsible for defining and validating the end-to-end experience of the customers on the product, as well as crafting the brand identity and visual communication of the company.

Through continuous improvements to the product and the customer experience, I helped the company acquire 30,000+ users, 2,000+ paying customers, €150M+ AUM and a 97% customer satisfaction score.

I also worked on BudJet, an expense tracking app that scored more than 40,000 downloads in just 3 months — from Apple's Italian App Store — and ranked among the "Top 5 Finance Apps".

### **Adverteaser**

Advertising

### **Graphic Designer**

Jun 2009 – Oct 2012

During my time at Adverteaser I had the opportunity to work on communication and advertising campaigns for world-class companies such as Nestlé, GE, Schneider Electric, Coty, Unilever, Calvin Klein, Carrefour and Lancaster.