

# Moran Gibson

## Product Designer

### Contact

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in morangibson

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### Portfolio

🌐 morangibson.com

### UX Methods

User research

User interviews

Market research

Persona & scenario

User flows

Wireframes

### Tools

Sketch

Figma

Google analytics

Google data studio

Axure

Webflow

Zeplin

Illustrator

Photoshop

Indesign

Premiere

After Effects

### Coding

HTML / CSS

### Languages

Hebrew - Native

English - Fluent

### Professional Experience

#### Product Designer | Totango (A start-up in the Customer Success field)

March 2021 - Present

Working on a complex SaaS platform for Customer Success Teams.

Responsible for leading the design of the flagship feature of Totango in 2021.

Responsible for the User Experience as well as maintaining and developing the design system.

Working as part of the international product team, collaborating with Product Managers and R&D.

#### Product Manager & UX Designer | Raycatch (A start-up in the renewable energy field)

May 2020 - March 2021

In addition to my responsibilities as a UX designer, I was also responsible for:

Developing features from discovery and definition stages to design and implementation.

Shifting company's perspective towards a user-centred approach.

Leading the implementation of analytics tools, setting KPIs for user tracking and creating reports.

Working closely with product managers, customer success managers, R&D team and software development team.

#### UX Designer | Raycatch

June 2019 - May 2020

Designing an AI-based SaaS complex platform for the optimization of solar plants.

Establishing the product experience from user research, persona, user needs, wireframes, and testing to visual design.

Working closely with VP Product, brainstorming features and writing specification documents.

Communicating detailed notes and specifications to development team members for an efficient transition from design through execution.

#### Freelance Product Designer

January 2019 - Present

#### Digital and Marketing Designer | Castro

January 2017 - May 2018

Designed the Castro weekly blog and created the graphic material for the company's social media accounts - Facebook, Instagram, Instagram Story and Youtube.

Developed and implemented the Yves Rocher brand voice in a local format in Hebrew.

#### Noga Control Systems Ltd | Graphic Designer and Digital Marketing Manager

2011 - 2018 (Contract)

### Education

#### Netcraft Academy | User Experience Professional Studies

June 2018 - January 2019

#### Bezalel Academy of Arts and Design | Department of Visual Communication

2012-2016

### Military Service - IDF

#### Persian Language Analyst in the 8200 Unit

2008-2011

Analyzing and processing data in the Persian language on multiple platforms based on text retrieval engines (Convera), Cognos reports, Oracle based queries.