IGOR GINZBURG

Principal Product Designer

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It's never about the interface. It's about the human on the other side of it.

While tools change and trends fade, human behavior doesn't. I design by understanding how people think, decide, hesitate, and trust.

With 15+ years shipping SaaS and digital products, I bring together product strategy, UX architecture, and hands-on craft to build experiences that feel obvious — and are anything but accidental.

Right now, I'm energized by what AI and vibe coding are making possible. The gap between imagination and execution is collapsing.

SKILLS

- UX Strategy & Research
- Product Design (0-to-1)
- Design Systems
- Visual Design & Branding
- Interaction & Prototyping
- Cross-Platform Design
- Design Leadership
- AI-Assisted Design (Vibe Coding)

TOOLS

- Figma (Expert)
- Webflow
- Adobe Creative Suite
- AI-Assisted Design & Vibe Coding

LANGUAGES

- English (Professional)
- Hebrew (Native)
- Russian (Native)

EXPERIENCE

Flowform LLC — Founder & Principal Product Designer

2017 – PRESENT

Founded boutique product design studio serving growth-stage and enterprise clients. Led UX/UI engagements for 20+ clients including Walmart, Adobe, Kard (fintech), WarrCloud (auto warranty SaaS), and MyUS — delivering end-to-end design from discovery through production.

Megastar (Mobile Talent Platform) — Lead Product Designer

2016 – 2017

Owned end-to-end UX, UI, and visual design for global digital talent competition platform. Established visual design system and brand identity ensuring cohesive experience across iOS and Android.

Groupon — Product Designer

2014 – 2016

Led design for Self-Service Deal Creation Tool, Merchant Pages, and Groupon To Go delivery service. Designed cross-platform merchant-facing tools that improved onboarding efficiency and user satisfaction.

SmartRecruiters (HR SaaS) — Product Designer

2014

Designed UI/UX for enterprise recruitment workflows: social integrations, news feeds, notifications, messaging systems, and job list interfaces. Translated complex business requirements into intuitive experiences.

YouWowMe (WowApp) — Lead UX, UI & Visual Designer

2012 – 2013

Designed cross-platform experiences for Desktop (Mac+Win) and Mobile (iOS+Android) serving a global user base. Conceptualized complete brand identity and visual language system.

AOL – ICQ Instant Messaging — Senior GUI Designer

2008 – 2011

Led UI and visual design for ICQ 7.0, serving millions of users globally. Managed designers and drove cross-platform execution for Windows and Mac.

EDUCATION

B.A. Interactive Product Design & Visual Communication

GRADUATED 2008 - Shenkar College of Engineering & Design, Israel

Specialized in interaction design, digital media, and HCI. Gained strong foundations in user-centered design and product design methodology.

RECOGNITION

EUROPRIX Multimedia Top Talent Award — Nominee

Ranked Top 21 of 278 global candidates. Featured by Reuters and international media for innovative mobile interaction design (Chefi project).