LIAV GUTSTEIN

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"I love to create exciting & creative products, with great user experience, that actually solves real problems."

EDUCATION

2003 – 2007 **B.DESIGN, Visual Communication Design, Holon Institute of Technology (HIT)**

EXPERIENCE

2018 – Present **FREELANCE PRODUCT DESIGNER – UX / UI / Product / Design / Creative**

2021 – 2021 **PRODUCT LEAD – Simetria.io**
Simetria is the first DLT based market platform for trading tokenized
alternative assets (stocks, options, and exit rights) in private companies.
My role - From wireframes to roadmaps, from pitch decks to KPI's,
from branding to analytics.

2018 – 2020 **PRODUCT DESIGNER & PRODUCT MANAGER – GoodDollar.org (By eToro)**
GoodDollar is a digital coin with built-in daily basic income (UBI). For everyone.
The app itself is a digital wallet based on Blockchain technology.
2 years of the best StartUp & Hi-Tech Bootcamp - Hands-on.

2015 – 2018 **SENIOR ART DIRECTOR – 'FOUR' Advertising Agency**
Providing creative ideas & pixel perfect designs to client's briefs.
Managing a team of 6 designers and outsource suppliers.
Leading Clients: Renault | Dacia | Walla.co.il | Kidum | Rebar

2012 – 2015 **SENIOR ART DIRECTOR – 'JWT' Advertising Agency**
Leading Clients: Lexus | Materna | Harel | Cal Auto | Ace

2011 – 2012 **ART DIRECTOR – 'GITAM BBDO' Advertising Agency**
Leading Clients: BMW | Cellcom | Nikol | Israir

2008 – 2010 **ART DIRECTOR – 'FORMEDIA' Advertising Agency**
Leading Clients: Rest.co.il | Zap.co.il | HaHevra LeHaganat HaTeva

2005 – 2008 **GRAPHIC DESIGNER – 'HACOUPON' Studio**

SKILLS

> Product Design (UX/UI) + Product Management = Full Stack Product.
> Basic knowledge in HTML and CSS.
> Creative and Conceptual Thinking. Problem Solving Skills.
> In-depth knowledge of new technologies, Research, Strategy and Marketing.
> Copywriting / Micro-Copy.

(XD) (Illustrator) (Photoshop) (Indesign) (Premiere)

LANGUAGES

> Native Hebrew > High Level English