GIGI GIORBELIDZE

Product Designer

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SUMMARY

Product Designer with over 4 years of experience in commercial web design, specializing in creating engaging user interfaces for more than 25 clients in the US, Australia, and the UK. Since 2022, I've been enhancing user engagement and increasing conversion rates by up to 30% at a White-Label Agency. I hold a Google UX Design Certificate and excel in Figma, cross-functional collaboration, and end-to-end design processes. I am passionate about crafting intuitive and impactful user experiences from complex challenges.

SKILLS

Adobe XD   Adobe Creative Suite

Design Systems   Figma   Sketch

User Research   Usability Testing

Wireframing   Game Design

Responsive Web

EXPERIENCE

Product Designer

Team Camp

📅 08/2025 - Present   📍 London, United Kingdom

- At Teem Camp, I design team-building games and dashboards, focusing on improving usability and client experience. My work helps streamline user flows, create engaging interactions, and support the company's growth as we scale.
- Designing engaging team-building games and intuitive dashboards integrated with communication goals and user needs.
- Improving usability and client experience through seamless user flows, simplifying interfaces, and redesigning systems to maximize accessibility, engagement, and user satisfaction.
- Collaborating with cross-functional teams to implement design solutions and refining processes as the product evolves.

UX/UI Designer / Product Designer

White Label Agency

📅 02/2023 - 08/2025   📍 Boston, Massachusetts

- Designed intuitive digital experiences for US and international clients, contributing to 25-40% improvement in user engagement metrics.
- Collaborated with stakeholders to develop user-centered websites and applications, achieving 15-30% increase in conversion rates.
- Created comprehensive design systems that improved team efficiency, social media engagement and brand visibility.
- Conduct user research, wireframing, and prototyping using Figma and Adobe Creative Suite ensuring design iterates for maximum effectiveness.

UX/UI Designer

Upwork

📅 02/2022 - 08/2024

- Collaborated with diverse clients to design user-friendly interfaces that enhanced end user satisfaction by 25-35%.
- Conducted comprehensive user research and incorporated client-centered feedback to significantly improve user experience and engagement.
- Created responsive wireframes, prototypes, and final designs while effectively balancing user workflows by 25%.

EDUCATION

Bachelor of Arts in Digital Media

Tbilisi State Academy of Art

📅 10/2021 - 06/2023   📍 Tbilisi, Georgia

Bachelor of Arts in Graphic Design

Tbilisi State Academy of Art

📅 10/2018 - 06/2021   📍 Tbilisi, Georgia

TRAINING / COURSES

Google
Foundations of User Experience (UX) Design

Google
Start the UX Design Process: Empathize, Define, and Ideate

GITA & NEW Horizons
UX&UI Design Jumpstart

Interaction Design Foundation
User Experience

LANGUAGES

Georgian	Native Speaker
English	B2 (Upper-Intermediate)
German	A2 (Elementary)
Portuguese	A2 (Elementary)
Russian	A1 (Beginner)