

# Daniel Bassin

## UI/UX designer

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Ramat - Gan, Israel (UTC +2)

Portfolio: [danielbassin.com](https://danielbassin.com)

## EXPERIENCE

2022 - 2023

**UI product designer at Beach Bum (gaming)**, Ra'anana, Israel

- Conducting a full design cycle from collecting **inspiration** to creating a **pixel-perfect** UI for all states and scenarios, and delivering to developers.
- **Daily collaborating** with product managers, developers, and art team members to define, design, and display extraordinary designs.
- Create fun, **playful**, intuitive, cohesive look & feel designs for new features.
- **Brainstorming** with the art director to design new casual-style screens and **UI elements**.

2020 - 2022

**Freelance UI designer**, Ramat Gan, Israel

2018 - 2020

**Receptionist at Rimonim Tower hotel**, Ramat-Gan, Israel

2016 - 2018

**Retail store manager at "Castro"**, Givatayim, Israel

## EDUCATION

2021 - 2022

**UX advanced studies at NETCRAFT ACADEMY**, Bnei-Brak, Israel

- Learning work methodologies in **UX research**.
- Analyzing data and insights from **Google Analytics** and **Google Forms**.
- Using **Axure** software to create high-fidelity **wireframes** and **prototypes**.

2020 - 2021

**UI/UX studies at NETCRAFT ACADEMY**, Bnei-Brak, Israel

- Creating brand guidelines and **design systems** that will accompany the interface.
- Building colorful and fully functional working prototypes, using **Figma / Adobe XD**.
- Design responsive interfaces for high **usability** on all devices.

## ABOUT ME

A passionate, **adaptable**, detail and goal-oriented professional who advocates continuous learning and **improvement**.

I believe that collaborative **teamwork** is instrumental to **problem-solving** and achieving **business goals**.

Turning **innovative solutions** and concepts into functional designs is my way to create products that **resonate with people**.

## SKILLS

- Prototyping
- Wireframing
- Branding
- UX design
- UX writing
- UX research
- UI design

## TOOLS

- Adobe XD
- Figma
- Illustrator
- Photoshop
- Axure
- Wordpress
- Elementor