Daniel Bassin

Product Designer

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Portfolio: danielbassin.com

EXPERIENCE

2025 - 2026 **UI/UX designer at SuperPlay (gaming),** Tel-Aviv, Israel

• Designed for **Disney Solitaire**, an officially licensed Disney IP mobile game released globally.

• Worked alongside Product Managers and the UI/UX designers to shape, design, and deliver new gameplay features from early definition through implementation.

• Designed and delivered production-ready UI assets while **maintaining consistency** with the game's visual language and Disney brand guidelines.

2022 - 2025 **UI/UX designer at Beach Bum (gaming),** Ra'anana, Israel

• Led full-cycle UI/UX design from concept through production-ready implementation, ensuring clarity, usability, and visual consistency across all game states.

• **Collaborated daily** with product managers, developers, and art team members to define, design, and display extraordinary designs.

• Created fun, **playful**, intuitive, cohesive look & feel designs for new features.

• **Brainstormed** with the art director to design new casual-style screens and **UI elements**.

• Using **artificial intelligence** to create illustrated backgrounds, characters and assets that are part of the game screens and features' layouts.

2020 - 2022 **Freelance UI designer,** Ramat Gan, Israel

EDUCATION

2021 - 2022 **UX advanced studies at NETCRAFT ACADEMY,** Bnei-Brak, Israel

2020 - 2021 **UI/UX studies at NETCRAFT ACADEMY,** Bnei-Brak, Israel

ABOUT ME

Product designer specializing in mobile games, focused on intuitive gameplay experiences and high-quality UI systems.

SKILLS

• UI/UX design
• Concept art
• Wireframing
• Prototyping
• Branding

TOOLS

• Photoshop
• Illustraitor
• Layer ai
• RunDiffusion
• Midjourney
• Adobe XD
• Figma