Daniel Bassin

Product Designer

danielbassin00@gmail.com
+972 55 972 6099
Givatayim, Israel (UTC +2)

Portfolio: danielbassin.com

EXPERIENCE

2025 - 2026 **UI/UX designer at SuperPlay,** 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 (Voodoo),** 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 graphic designer,** Ramat Gan, Israel

SKILLS

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

TOOLS

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

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.