Sherry Gordon

Product Designer
B2B/B2C/AI-Powered Products

LinkedIn
Portfolio

itssherrygordon@gmail.com
(+972) 054-9716617

Product Designer with 4.5+ years of experience designing B2B and B2C products across web and mobile. Experienced in simplifying complex workflows, shaping product experiences from discovery to delivery, and designing AI-powered features. Hands-on with AI-native design and development workflows, using Claude Code and Cursor to turn product concepts into functional, code-based experiences.

Professional Experience

05/2025 - 10/2025 **Product Designer** *Fiverr*

- Designed seller-facing experiences as part of the Sellers team at *Fiverr*, a global freelance marketplace processing over $1B in annual transaction value, helping sellers manage and grow their businesses.
- Owned product design initiatives from discovery and research through ideation, validation, and delivery, translating complex requirements into intuitive product experiences.
- Collaborated closely with Product, Engineering, and Data to define requirements, validate solutions, and deliver scalable UX/UI designs.
- Leveraged AI-powered tools to accelerate research, exploration, and prototyping while maintaining a high standard of design quality.

12/2021 - 05/2025 **Product Designer** *Lightricks*

- Designed and shipped features for *Videoleap*, a video editing app with 95M+ downloads across iOS and Android, combining intuitive UX with high-quality visual execution.
- Designed AI-powered creative experiences, including AI Recolor and AI Editor, exploring how generative AI can simplify complex editing tasks.
- Helped shape the product vision and UX for *LTX Scaler*, an early-stage AI content creation platform, from initial exploration to validated concept.
- Contributed to *Popular Pays*, a B2B desktop platform connecting brands and creators, simplifying workflows and supporting scalable product experiences.
- Contributed to design systems and component libraries, ensuring visual consistency and high-quality UI across mobile and desktop experiences.

Education

2026 **Certificate in Design to Code**
Design AI

2021 **Certificate in UI/UX Digital Product Design**
Studio 6b

2020 **Certificate in Graphic Design, Web Design & UX**
John Bryce

2016 - 2019 **B.A. Visual Arts & Communication (Honors)**
Ben-Gurion University

Languages

Hebrew

English

Skills

Product Thinking

End-to-End UX/UI

Complex Workflow Design

AI-Powered Design-to-Code

Visual Design & UI Craft

Data-Driven Design

User Research & Testing

Design Systems

Cross-Functional Collaboration

Tools

Figma

Cursor

Claude Code

ChatGPT

MCP

Stable Diffusion

MidJourney

Dovetail

UserTesting

Redash

Adobe Creative Suite

HTML & CSS