

GERSHOM CHARIG



PRODUCT DESIGNER

ABOUT ME

I am a product designer with over 9 years of experience in creating digital products and brand identities, currently based in Milan. During the last 5 years I have been responsible for the user experience and artistic direction of several fintech companies.

I specialize in the design of financial products and services, both B2C and B2B.

My passion for user-centered design and my commitment to producing high quality work has led me to become a strategic business figure in the companies I have worked with. As a key player for product development, my experience has helped these companies achieve record-breaking results and get multi-million funding rounds.

CONTACTS

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LANGUAGES

ITALIAN
Native

ENGLISH
Professional working proficiency

WHAT I DO

- UX/UI Design
- Art Direction
- User Research & Testing
- Web Development

WORK EXPERIENCE

Credimi

09/2015 – Present

Product Designer

Company's first employee and member of the management team. Responsible for product design, customer experience and brand identity.

- Designed the user experience and the interface of the product – B2B.
- Designed the brand identity of the company and the advertising assets.
- Helped the company become the fastest-growing digital lending platform in Europe, UK included, thanks to €80M funded to SMEs within it's first year of activity.
- Leading a small design team since 2018.
- Helped the company get a €10M series-A funding round.

ObjectWay

06/2015 – 09/2015

Product Designer

MoneyFarm

10/2012 – 06/2015

Product Designer

The only designer of the company for the entire period of collaboration. Responsible for product design, customer experience, brand identity and advertising.

- Designed the user experience and the interface of the product, for the web and for the mobile native app – B2C.
- Designed the brand identity of the company and the advertising assets.
- Improved conversion rates by 46% through user testing and user-centered design.
- 30K+ users, 2K+ paying customers, €150M+ AUM, certified 97% customer satisfaction rate.
- Helped the company get a €16M series-A funding round and FCA authorization in UK.

As a company side-project I also designed BudJet, a mobile app for tracking expenses and incomes.

- 40K+ downloads in Italy.
- Ranked in the top 5 'Finance' apps on App Store.

Adverteaser

06/2009 – 10/2012

Graphic Designer

Worked with some top-class Italian and international companies such as Nestlé, GE, Schneider Electric, Coty, Unilever, Calvin Klein, Carrefour and Lancaster.