LEV GORELIK

Senior Product Designer

UX/UI · AI Products · B2B SaaS & B2C · Agentic Workflows

Senior Product Designer for AI-powered products and agentic workflows, with 5+ years in B2B SaaS and B2C. Work end to end, from user research and flows to UI, and build working prototypes and production front end with coding agents.

Experience

Co-Founder & Lead Product Designer

22STUDIO | Oct 2025 – Present

- Lead product design for fintech, B2B platforms and e-commerce end to end, and ship the front end with coding agents and GitHub.
- **PrimeGrip AI (Debi Group):** designed a fintech valuation platform, its landing page and the group website as one product family, in Hebrew and English.
- Built the studio's agentic workflow: context files, plans with checkpoints, custom skills and automated visual QA for design and front-end work.
- **BrowMaster:** led the Shopify relaunch of a beauty-supply store and data-informed UX experiments; online revenue grew 2.4–3.2× year over year.

Product Designer

EasyCoach (Tel Aviv) | Aug 2022 – Dec 2025

- Owned UX for B2B SaaS workflows used by 150+ clubs and federations and 50,000+ players, including the Israel Football Association, Villarreal CF and the Women's Premier Soccer League (WPSL) in the USA.
- Designed 30+ product areas across web and mobile: scouting, match and GPS reports, analytics dashboards, session planning, payments, coach education and player apps.
- Built the company's first design system for web and mobile; worked with PMs and engineers from discovery to release.



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Phone

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Location

Israel

Portfolio

levgorelik.com

LinkedIn

linkedin.com/in/lev-gorelik

Languages

English

Hebrew

Russian

Tools

Claude Code

Codex

Cursor

GitHub

Figma

Maze

Shopify

GA4 · Microsoft Clarity

Photoshop · Illustrator

After Effects · Blender

Earlier Experience

Independent Product Designer

Self-employed | Jun 2021 – Jul 2022

- Designed responsive e-commerce interfaces for small and medium-sized businesses, from research to UI and delivery.

Personal Project

1806 · AI research system for family history

Self-initiated | 2026

- Designed a multi-agent system: agents search archives and read scanned records, every claim keeps its source and evidence status, and a human stays in the loop.
- Tested models before choosing them. In eight days the tree grew from 20 names to 235 people; the same system then worked for another family.

Skills

AI & Agents

Claude Code, Codex, Cursor, Gemini, ChatGPT · agentic workflows: context files, plans with checkpoints, custom skills, MCP, automated QA · AI product design: agent flows, sources and evidence, human-in-the-loop review · generative media: Midjourney, GPT Image, ElevenLabs

Code

Coding with AI agents: working prototypes and production front end · HTML, CSS, JavaScript · Astro, React, Next.js · Shopify themes (Liquid) · GitHub: branches, commits, pull requests

Product & UX

End-to-end product design, user flows and journeys, information architecture, interaction design and motion, data-heavy dashboards, responsive and mobile UI, user research, usability testing

Design Systems

Tokens, components, theming, right-to-left and left-to-right; design and code kept in sync with AI agents: token updates, audits, visual QA

Data

GA4, Microsoft Clarity, funnel analysis, A/B testing, KPIs

Education

UI/UX Design

Netcraft Academy

Jun 2022 – Jun 2023

Mobile Apps Design

Bang Bang Education

Feb 2024 – Apr 2024