



Eyal Gershon

Head of Product & Design

Portfolio: www.eyalgershon.com

Tel- Aviv Israel, 054-2066907

Driven by passion, creativity and music.

Adobe creative cloud master.

Expertise: product, UI/UX design, art direction, interactive.

Experience

TipRanks.com

Mar 2013 – Present

I've been working in TipRanks for the last 7 years, from their first days as an early-stage startup.

TipRanks evaluates public stock recommendations made by financial analysts and bloggers and then ranks these experts based on their accuracy and performance.

I first started as a lead UX designer and in the last 2 years, I'm the head of the UX and product team. My department develops and designs new features, builds new products, delivers marketing materials and creates mockups for our B2B clients.

Head of Product & UX

Feb 2018 – present

- Managing the department of the product & UX design team
- Product sense - understand customer needs
- Data-driven product decisions
- Prioritize tasks and improve the work process
- Integrate TipRanks smart portfolio to Nasdaq website
- Joining to sale meetings (Poalim, Nasdaq, Investing, Calcalist...)
- Presenting the weekly product meeting
- Create and define PRDs and jiras
- Working with R&D on UI feedback and product behavior

Head of UX design

Mar 2013 – Feb 2018

- Lead art director - establish TipRanks brand
- Website - design system for desktop and mobile
- Large financial data UX solution
- Website - create new features (from ideation to production)
- Website - CRO, funnel optimization, website redesign
- Wireframing and design of TipRanks smart portfolio platform
- IOS app - TipRanks smart portfolio - define a new conceptual app,
- Digital marketing - campaigns and ongoing content (LP, banners, HTML5 interactive iframes)
- B2B integrations - creating mockups for websites, portals, brokers platforms, banks (from the ideation stage to R&D), creating TipRanks B2B Portal

Achievements

TipRanks team

- 2015 IBM Watson
First place for outstanding achievements in machine learning.
- KPMG 2016 Fintech
Top 100 leading innovators in fintech.
- Finovate 2013,2014
Two-time winner, fall & spring of 2013, for innovation in fintech.

IQURIO

Jan 2012 – Mar 2013

Before I joined TipRanks I co-founded IQURIO, a series of smart educational apps for kids.

Co-Founder, Chief Creative

- Gaming UX
- Gaming art director: "ABC Theater" (app series)
- Design & animation
- Branding IQURIO: logo, facebook page, minisite, campaign banners, promotional video, investor's presentation

Gurimi

Feb 2011 – Jan 2012

Studio Manager

- Managing a team of 4 employees
- Interactive art direction

Inhouse

Aug 2010 – Feb 2011

Production Designer - Animation

- UX/UI design for interactive display interfaces
- Interactive promotional games (Facebook, exhibition area)
- Producing promotional videos

Gitam BBDO

Sep 2009 – Jul 2010

Art Director - Interactive

- Creative digital media solutions
- Create storyboards for campaigns

Publicis e-dologic

Sep 2008 – Sep 2009

Digital Designer

- Design - digital marketing
- Animation

BBR - Saatchi & Saatchi

Apr 2008 – Sep 2008

Digital Designer

- Design - digital marketing

Education

Wizo academy of design

2003 – 2007

- Visual Communications

Courses & Workshops:

- Elevation academy - product manager, 2018
- Google campus - UI/UX workshop, 2013
- Maze 9 social program, mentoring for IQURIO, 2013
- The Library is Tel-Aviv-Yaffo's urban innovation space, mentoring for Iqurio (smart apps for kids), 2013
- Jhon Bryce - AS3, Flash Developer, 2011