

Tony Gorb

Product Designer & Builder

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Product designer with a background in development and 10+ years across both. I own products from the problem to the shipped release and build them myself, and I test decisions before they ship: usability tests, A/B tests of AI output, product analytics and release QA. Most recently I managed a team of designers, developers and a copywriter at Optimind, and kept designing and building.

Experience

Optimind

Sep 2025 to Sep 2026

Studio Manager, Product Design & Engineering

Previously Senior Product Designer, Jun 2023 to Sep 2025

- Managed up to four direct reports across design, development and copywriting. Recruited a designer, set priorities and worked directly with the CEO and clients.
- Coached a new designer who was missing delivery targets, helping him improve through practical guidance and confidence building.
- Built a Claude Code plugin with specialised agents, reusable skills and brand rules that turns Word and PDF inputs into branded reports and HTML reviews. Adopted across departments, it replaced my manual design of 4 to 6 reports a month, around 20 pages each.
- Built an AI sitemap tool that reorganised pages and categories for client websites of roughly 40 pages, giving designers and product managers a structure to start from.
- Built dedicated tools and AI workflows around employees' needs. Employee of the Year, 2025.

Helpy / DoktorABC

Oct 2021 to Jun 2023

Product Designer

- Owned product design for DoktorABC, proposing features and taking them from concept through design and implementation.
- Designed and helped launch a subscription feature, using user flows, wireframes and prototypes to align cross-functional teams.

DP Online Group

Sep 2019 to Oct 2021

UI/UX Designer & Front-End Developer

- Combined UI/UX design and front-end development, implementing design systems and style guides across products and platforms.
- Used user research and usability testing to validate design decisions.

Team Volkanikz

Apr 2018 to Aug 2019

Co-founder & Creator Growth Lead

- Co-founded and led a gaming and content creator organisation. Built and managed a roster of 6 YouTube creators, each with 30K+ subscribers, and helped grow one channel from 0 to 40K within months.

Freelance

Feb 2015 to Aug 2019

Designer & Developer

- Graphic design and front-end development for clients.

Independent products

Scenri, Open-source AI photo studio

Open source, early release

Designed and built Scenri, an open-source AI photo studio that keeps a brand's products, people and places from shot to shot. Shipped 83 releases in nine weeks with Claude Code and Codex agents, with A/B-tested AI output, over 4,000 unit tests and overnight release QA.

Mokker, 3D device mockups in Figma

👤 13.2k Figma users

Created the product from interface design through implementation and release, first commit to 1.0 in two weeks: a Figma plugin, a web studio and a website.

Tailwind Tokens, Design tokens and native Figma variables

👤 5.5k Figma users

Built a tool that brings Tailwind CSS tokens into Figma as native variables and styles, and exports them back to code.

Gradients Lab, Gradient creation inside Figma

👤 5.1k Figma users

Designed and built a tool for composing, exploring and refining mesh gradients directly in Figma. First commit to a paid launch in under eight weeks.

User figures are Figma Community counters observed October 2026.

Capabilities

Product and leadership: Product design, UX and UI, team management, design systems, prototyping, Figma.

Research and measurement: User research, usability testing, A/B tests of AI output, product analytics with Mixpanel, performance measurement, release QA.

AI-assisted development: Products, tools and workflows built with Claude, Claude Code, Codex and Cursor. Specialised agents, reusable skills and plugins.

Architecture and implementation: Software architecture, API integrations, React, TypeScript, Next.js, Tailwind CSS.

Education

HackerU, 2016 to 2021. Professional training in full-stack web development and web, Android and iOS development.

Languages

Hebrew, English, Russian