

Gaby Tabachnik

PRODUCT DESIGNER

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EXPERIENCE

Disney Streaming, Product Designer II (Discover)

October 2022 – Present | New York, NY

Optimize Hulu's global navigation experience to promote engagement and support strategic content initiatives by designing and implementing a vertical-oriented navigation system on living room devices.

Reimagine the Search experience, a top driver to playback, to support and improve existing search logic, enable new discovery patterns, and prevent "dead ends" on both Disney+ and Hulu.

HBO Max, Product Designer for Video

May 2020 – October 2022 | New York, NY and Los Angeles, CA

Lead the design of HBO Max's Chromecast experience for desktop, mobile, and tablet, used by over 25 million viewers globally in 60 languages.

Collaborated with a cross-functional team to ideate, prototype, test, and deliver designs that enhance performance metrics, increase user satisfaction, and excel AA compliance.

Supported the design and implementation of other features including Settings, Multi Language Playback, and Skip Intro.

HBO, UX Design Intern

May – July 2020 | Seattle, WA

Utilized product-thinking to help define, execute and iterate on visual design patterns, animations and interactions for features including Search, Skip Intro and Streaming Timeout.

Conducted user research and testing on viewer binge behaviors to analyze the problem space and validate design decisions.

Democracy Works, UX Design Consultant

September 2018 - May 2019 | Ann Arbor, MI

Collaborated with an interdisciplinary team of consultants to deliver high-fidelity interactive experience for TurboVote, a one-stop shop for election information and registration.

Led the redesign of TurboVote's platform to increase democratic participation on a large scale and provide a seamless experience for all Americans to vote.

EDUCATION

University of Michigan

May 2020

B.S. Information — UX Design

University of New South Wales

Spring 2019

Study Abroad

SKILLS

Design Tools

Figma	Photoshop
Principle	Illustrator
Sketch	Lightroom
Miro	InVision

Design Skillset

Wireframing	Prototyping
Storyboarding	Animation
User Flows	Responsive Design
Accessibility	Interaction Design
Info. Architecture	User Research

Languages

English	Russian
Hebrew	Spanish

AWARDS

Webby Awards

Winner x3 – HBO Max, Best Streaming App
Winner – HBO Max, Best User Experience
Winner – HBO Max, Best Visual Design
Winner – Hulu, People's Voice

INTERESTS

Photography, hip hop, weightlifting, animals, food, sustainability