

gabi vogel-freedman

senior product designer

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(860) 992-2329

brooklyn, ny

skills

User research
Heuristic evaluation
Journey mapping
Information architecture
User flows
Wireframing
Interaction design
Rapid prototyping
Visual design
Design systems
Figma
Miro
Contentful

education

Computer Science

Bachelor of Arts
Brown University

Psychology

Bachelor of Arts
Brown University

experience

Imagine Pediatrics

Senior Product Designer

Jun 2025 - Present

Lead 0 to 1 design and strategy for a mobile app providing virtual care to families with special health care needs.

Partner with product, engineering, and clinical teams to define problems, navigate tradeoffs, and design highly engaging experiences, using research, prototyping, and data to validate direction.

Define and evolve the app's design system in alignment with brand, creating scalable and intuitive UI patterns.

Click Therapeutics

Senior Product Designer

Jul 2024 - Jun 2025

Product Designer

May 2022 - Jun 2024

Partnered cross-functionally to design engaging, evidence-based digital experiences that drive behavior change in patients with depression and schizophrenia.

Designed and ran over 10 research studies to inform product strategy.

Facilitated workshops and aligned teams through user flows and rapid prototypes.

Freelance

Product Designer

Jun 2020 - Dec 2024

Led the MVP design and strategy for Choiceful, an AI-powered OCD therapy app, earning 400+ five-star reviews on the App Store.

Built delightful and engaging web and mobile experiences for 15+ other clients, focused on adoption, engagement, and usability.

Managed multiple clients simultaneously while ensuring timely delivery.