

# Gabriel Friedman

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- 2022 - Present      **UX Lead, Synoptek**  
Providing UX and design services for Atlanta-based design agency with clients including Equifax, Primerica, Georgia Natural Gas, Norfolk Southern and others.
- 2021 - 2023      **Co-founder/Designer, Caravan**  
Founding designer of this niche travel app based on social trust. Provided concept, design and front-end coding.
- 2016 - 2019      **Senior Product Designer, Zillow**  
Oversaw UX design & Product for Naked Apartments web site and apps.
- 2008 - 2016      **Co-Founder, Creative Director, [Naked Apartments](#)**  
Founding Designer of this NYC-based real estate startup. Provided identity, web and marketing design, and overall business strategy. Acquired by Zillow in 2016.
- 1998 - 2008      **Freelance Web Designer/Developer**  
Provided web design and development services for clients ranging from global financial firms to small non-profits, including: Avant, Criterion, Nature Conservancy, Sesame Workshop, Instinet, Goldman Sachs, Scholastic, WNET, MarketBrief, and others.
- 1994 - 1998      **Senior Web Designer, Salomon Smith Barney**  
Designed and coded this first-in-industry full-service brokerage web site. Lead a team of 10 designers & coders.

## Education

BA, University of California at Berkeley, philosophy  
Certificate in Graphic Design, San Francisco State University

## Skills

UI/UX, UX research, web, graphic and email design, copywriting, A/B testing, most graphic software suites.