



Efrat Day

Product Designer

Creative UX/UI Designer skilled in Figma and design tools. I love making great user experiences and work well both independently and in teams

Work experience:

2024 - Current

UX UI Designer, Max Impact, Volunteer

Performing user research, including drafting surveys, questionnaires, and conducting interviews with users Working closely with the product manager to pinpoint issues and generate possible remedies Crafting presentations to condense research discoveries, insights, and main points.

2023 - 2023

Product designer, contrast studio, practicum plan

- Focus on user research and analysis to identify pain points, needs, and behaviors of target users.
- Collect and analyze data to derive meaningful insights and translate them into actionable design decisions.
- Create and design advanced and user-centric interfaces for the users.
- Documented teamwork and participated in design reviews and brainstorming sessions, emphasizing the creation of a collaborative design environment.

2018-2022

Branding & marketing Designer, Intuition Ltd.

I creatively designed various marketing materials, such as print materials, brochures, banners, signs, and billboards. I created pre-production simulations for customer approval and designed for social media, advertising, and informational purposes. I also built cohesive corporate brands, including re-branding workspaces for multiple businesses.

2017-2018

Graphic Designer, Tenengroup.

I specialized in creating custom illustrations for jewelry, tailored to the specific requests of individual customers. I was responsible for managing orders from the initial request all the way through to delivery, ensuring that the final product met the client's expectations.

Education:

2021-2022

UX/UI Designer, Netcraft Academy.

Completed courses in market research, competitive analysis, user flows, wireframing, and designing interfaces for websites and mobile apps.

2016-2017

Graphic Design, John Bryce - Tel Aviv

Contact:

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Portfolio

Skills:

Interactive design
Design thinking
Prototyping
A/B Testing
User Flows
Usability Testing
Branding
Wireframing

Tools:

Figma
Wordpress
Elementor
Basic HTML/CSS
Adobe XD
Protopie
Illustrator
Photoshop
InDesign