



# Efrat Daskal

## Product Designer



### Phone

054-853-7787



### Mail

E0548537787@gmail.com



### Central region



### Portfolio

efratd-d.com

## Languages

**Hebrew** - Native language

**English** - Very good

## Hey, I'm Efrat.

A UX/UI & Product Designer passionate about simplifying complex systems and creating smart, intuitive digital experiences. I combine creative thinking and user-centered design with modern AI tools to streamline workflows and enhance product experiences.

I enjoy turning complex ideas into clean and engaging solutions – from research and wireframes to polished interfaces and design systems. Collaborative, proactive, and eager to grow, I'm always excited to learn new technologies and bring innovative thinking into every project.

## Work experience

### UX/UI Designer at INTORYA | 2024-2026

-UX/UI Design and Specification for CRM System at INTORYA  
Led the process from ideation through research, wireframing, prototyping, to usability testing.

-UX/UI Design and Specification for E-Commerce Websites.

### Freelance Designer | 2022-2024

- Branding for private clients
- Website design
- Budget management and print design

## Skills

### UX/UI Interface and User Experience Design.

User Research, Prototyping, Wireframes, Design System.

### Website design and construction

Marketing and advertising

Branding Strategy

Building a design concept

Creative design

HTML, CSS

## Education

### 2022-2024

Media Design Practical Engineer, certified by the MAHAT.

Visual Communication . Web Development & Design .

Copywriting & Creative

### 2019-2021

High School Diploma in Business Administration, Economics, and Human Resource Management.

## Software

CR\_SOR

FI\_GMA

WO\_RDPRESS

ELEMENTOR

PREMIERE

PHOTOSHOP

ILLUSTRATOR

LOVABLE