

# EFRAT CARMI

1 OUT OF 2

UI/UX DESIGNER

## ABOUT ME

With over 10 years of experience in the design field, I specialize in crafting websites from the ground up, successfully driving significant sales figures for diverse businesses. I have a proven track record of enhancing the usability of existing websites, leading to increased traffic, sales, and SEO results.

## WORK EXPERIENCE 1/2

### UI/UX Designer

Shiferon | Digital Media Marketing 2017-2024

Redesigned websites, leading to a 40-60% increase in sales and achieving top 3 rankings in Google search results. Faced with unfamiliar platforms such as Shopify or WIX, I proactively researched and quickly mastered these technologies to execute high-quality redesigns.

- Conducted Research & competitor analysis
- Understood the target audience and their journey
- Defined web layouts and hierarchy
- Built responsive websites & landing pages
- Designed static and animated ads for social platforms
- Designed logos and print products
- Created branding and official documentation

### Designer and Customer Success

Evento | Tickets Platform 2014-2017

Initiated documentation requesting that customers send their graphic assets, specifying the required dimensions and formats to streamline the process of creating their designated app.

- Designed the look & feel of a web and mobile app
- Defined navigation, user flows, layouts & design assets
- Created a unique experience for each sports team
- Created Personas for sports team fans
- Researched competitors and suggested ideas
- Targeted & marketed sports teams fans
- Worked closely with the development team

### Content Manager

OMT | SEO for Locksmith Companies 2012-2014

Initiated an experiment by adding unique animated content to the sites, which resulted in a 30-50% improvement in SEO search results. I was asked to create more animated content for the rest of the sites as well.

- Managed a team of over 10 international writers
- Uploaded content to 40 international websites
- Created animated content from top to bottom

## CONTACT



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## LANGUAGES

- Hebrew: Native
- English: High Proficiency

## SKILLS

- UX Research
- Information Architecture
- Wireframe
- Personas
- Empathy Maps
- User Journey
- User Flow
- Styleguide
- Responsive Design
- Visual Design
- Video edit
- Digital art
- Animation

## TOOLS

Figma \* WordPress \* Elementor \* Wix \*  
Shopify \* Photoshop \* Illustrator \*  
Canva \* Premiere \* After Effects \*  
Procreate \* ChatGPT \* DALL-E \*  
Copilot \* MidJourney \* Firefly \*  
CSS/HTML \* and more!

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## WORK EXPERIENCE 2/2

### Account Manager

Blonde 2.0 | Social Media Advertising 2010–2011

Managed communication with six clients simultaneously while creating and uploading content to Facebook.

### Community Manager

Wisebox | Mobile Gaming 2009–2010

Defined and planned a backend platform that allows accessing players' information without the need to contact the development department.

### Customer Support

Metacafe | Video Sharing Platform 2006–2008

Developed customer support templates to increase efficiency and provided support to customers via email.

### Customer Support

Brightmark | International CS Center 2004–2006

Provided tier 2 support via chat, email, and phone.

### Designer

Grafix | Billboard Design 2003–2004

Designed billboard signs for various businesses.

## EDUCATION

### UX/UI Designer

Netcraft, Tel Aviv, Israel 2016

### Associate Degree of Digital Media

Tel-Hai College, Kiryat Shmona, Israel 2001 – 2002

## MILITARY SERVICE

### Operations Secretary

The Northern Command 2000 – 2001

## CONTACT



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