

# Efrat Eitan

Graphic Designer | London, UK | Portfolio: [www.efrateitan.com](http://www.efrateitan.com)

## About me

I believe in the power design has to drive change and bridge gaps in society. I'm curious, open-minded and love a good challenge.

## Skills

### Tools

Indesign, Photoshop, Illustrator, Premier, After Effects, Office 365, Monday.com, MailChimp, Wix, Square Space

### Design

Illustration, animation, motion graphics, infographics, photography, print production, accessibility, social media design, nudge techniques

### Languages

English - fluent  
Hebrew - fluent  
Spanish - intermediate

## Work experience

### Hubbub Foundation - designer

London, UK | 2019 - Present

- Leading on the design of strong, scaleable sustainability campaigns like Plastic Pioneers, a campaign to eliminate single-use plastic in schools, working with 7,000 pupils and 1,300 staff in 12 schools, and reducing 500,000 pieces of single-use plastic in its first year.
- Achieving a 75% decrease in beach and street littering in Bournemouth by using data-informed, bold and bright design, strong messaging and creative interventions such as a disco bin and a voting bin.
- Boosting the impact and reach of content by crafting beautiful, engaging and shareable social media designs for the foundation's 25k followers.

### Conran Design Group - design Intern

London, UK | April - May 2019

### David & Yosef branding agency - junior designer

Tel Aviv, Israel | 2017 - 2018

- Developed concepts for campaigns and brand identities from brainstorming meetings to execution.
- Created branded products across multiple platforms for top companies (Fedex, Hyundai, Mitsubishi, RAFA).
- Enriched the agency's website by creating slick, attractive product photography and high end mock-ups of various designs.

## Volunteering

### ELOP - designer

London, UK | 2020

ELOP is a charity that supports mental health and well being for the LGBTQ+ community in East London. During Covid-19, I supported them by creating social media comms and posters for their activities, support groups and counseling.

## Education

### HIT - Holon Institute of Technology - B.Design in Visual

Communication Holon, Israel | 2014 - 2018

- Bachelor of Design - Visual Communication with a focus on conceptual design and interactive design.
- University's design magazine - I wrote articles covering art exhibitions, design book reviews and on-campus events.