

Efrat Eitan

Graphic Designer | Tel-Aviv, IL | Portfolio: www.efrateitan.com

About me

Graphic designer by day, artist by night. I love beautiful, functional, concept-driven design—but when I switch to art mode, it's all about play, colour, texture, and seeing what happens.

Beyond the studio, I climb walls, knit things, watch anything on TV, and drink far too much coffee. And yes, I'm a dad-joke fan. Sorry in advance.

Skills

Tools

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

Languages

English - fluent
Hebrew - fluent
Spanish - beginner

Work experience

DDB Remedy – Senior designer London, UK | March 2024 – Present

- Overseeing designs from other members of the team, making sure output is inline with brand guidelines and at the highest standard of execution.
- Leading design team members through high-priority projects, setting the design direction and collaborating with other departments to streamline the work process.
- Line-managing one Junior designer, mentoring them through their goals and career progression.

DDB Remedy – designer London, UK | 2022 – March 2024

- Crafting promotional campaign and sales material for global pharma brands, such as Allergan Aesthetics, Bayer and Gilead.
- Creating interactive digital experiences both for sales pitches and for congresses. Taking it from wireframe to UI, working closely with in-house developers to make sure the end product is exciting, effective and on brand.

Hubbub Foundation – designer London, UK | 2019 – 2022

- Leading on the design of strong, scalable 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 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).

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.