



Efrat Solomon

Senior Product Designer

Work experience

2022 - 2023

Senior Product Designer, Artist

- Collaborated with product management to define the MVP and establish product vision for a new online music samples library and interactive tool.
- Led the design process from concept to prototype, including user research, user flows, wireframes, and high-fidelity visual design.
- Acted as a design lead and collaborated with cross-functional teams to deliver a user-centered product that met business objectives.
- Conducted user testing and validation to ensure the product is easy to use and accessible for all users.

2020 - 2022

Product Designer, Via Transportation

- Led the user experience and the product design process of the "Via Driver" mobile app, from the product requirements and concept through research to wireframes, prototypes, full dev hand-off, and design QA.
- Acted as a key partner in the process of implementing improvements in the product design and user experience, working alongside the product manager and R&D team.
- Conducted user research and evaluated user feedback to make informed business decisions about the product design.
- Created standards for design processes and guidelines

2020 - Current

Lecturer, Reichman University (IDC Herzliya)

- Teaching Visual design for UX, at the BA program for Interactive Communication, at Sammy Ofer School of Communications.

2018 - 2020

UI Designer, Zemingo Design

- Took a significant part in developing concepts for visual identities and design systems for new digital brands.
- Prepared designs for development and supported R&D teams to assemble screens and expertise in professional style guides for iOS, Android, and Web platforms.
- Collaborated with other designers, Product and UX experts, R&D, strategists, copywriters, and more, to deliver innovative design solutions.

Education, courses and training

2021

Design Sprint Facilitator · RED Interactive

2020

Product Management course · Elevation

2014 - 2015

Student exchange program · Bauhaus university, Weimar, Germany

2013 - 2017

B.A department of visual communication · Bezalel, Jerusalem

Say Hello!

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Computer Skills

Applications

Adobe Creative Suite
Figma, Sketch, XD
Maze, InVision

Languages

Hebrew - mother tongue
English - high level