



Salit Krac UX | UI Product designer

Personal Info

+49-159-02198506
krac.salit@gmail.com
Kottbusser Damm 6
19067 Berlin
23. Februar 1982 / Israel
www.salitkrac.com

Skills

- Transform business requirements + user research to a design strategy
- Sketch concepts, wireframe information architecture and produce high fidelity prototypes.
- Moderate usability tests and user feedback sessions. Synthesize information to coherent presentations.
- Work closely with quantitative and qualitative data to ensure design quality and efficiency throughout the process.
- Agile mindset

Technical Skills

Figma | Sketch
Invision | Marvel
Adobe Suit

Languages

English (Fluent)
German (C1)
Hebrew (Mother tongue)

Professional Experience

- 4/2020 • **Product designer (UX/UI)** Fincompare GMBH
Main responsibilities: conducting user interviews, moderating and analyzing usability tests, creating wireframes and prototypes.

Working in cross-functional teams to explore together ideas and solutions based on user research and quantitative data.

Moderating team workshops, creating and maintaining a design System in Figma.
- 3/2019
- 2019 • **Product designer** Applift GMBH (SaaS)
Working with internal users to improve and develop internal tools for RTB; conducting and analyzing user interviews, creating prototypes and moderating usability tests.
- 2018
- 2017 • **Freelance art director and visual designer**
Branding, CI and visual consultant for small to medium-sized companies in the fields of art and culture, working closely with music production companies and musicians.
- 2012
- Graphic design for leading television series and feature films.
- 2011 • **Visual designer** Points of You ltd.
Plan and execute social media campaigns
Concept and design for ads and marketing materials;
Art direction for the company's commercial videos.
- 2009
- 2009 • **Visual Design Intern**, Points of You ltd.

Additional Experience

- 2018 • **Selection Committee Member at Matar Publishing House**
Read and review books nominated for translation

Selection Committee Member at Berlin Feminist Film Festival
watch and review film submissions

Selection Committee Member at TLVFest watch and review film submissions
- 2013 • **Writer - Book Reviewer**
Ynet, literature section
- 2010 • **Flight Attendant**
2006 | Elal international airlines

Education

- 2009 • **Visual Communication: Graphic Design and Interactive Media**
2007 | The Open University 'Hasifa' College, Israel

Professional Courses

- 2018 • **Conducting Usability Testing** Interaction Design Foundation
Information Visualization Interaction Design Foundation
Design Thinking Interaction Design Foundation
Interaction Design for Usability Interaction Design Foundation
- 2017 • **User Experience Design** General Assembly Certificate