



# Eyal Frati

PRODUCT DESIGNER

## Details

Tel Aviv-Yafo

Israel

[0525354009](tel:0525354009)

[fratieyal@gmail.com](mailto:fratieyal@gmail.com)

DATE OF BIRTH

03/10/2000

## Skills

Figma

Adobe XD

Adobe Illustrator

Adobe Photoshop

## Languages

English

Hebrew (Native)

## Links

[Portfolio](#)

## Profile

Product Designer with hands-on experience working independently with businesses and entrepreneurs, delivering user-centered solutions from research through final UI. Combines strong UX/UI thinking, visual design skills, and close collaboration with developers and stakeholders. Currently working as a freelance designer with Moment Group and studying Graphic Design and UX/UI at Studio 6B.

## Professional Experience

### Product Designer (Freelance), Moment Group, Tel Aviv-Yafo

DEC 2022 – PRESENT

- Operates an independent product design and branding studio.
- Conducts UX research and UI design for digital products and websites.
- Designs branding systems, visual identities, and marketing assets.
- Works directly with clients and delivers structured design handoffs to developers using

Figma and detailed specifications.

### UX Designer, Ofek Unit, IDF

OCT 2020 – NOV 2022

- Led end-to-end UX definition and UI design for digital products using Figma, Adobe XD,

Photoshop, and Illustrator.

- Facilitated discovery and requirements-gathering sessions with commanding officers and

key stakeholders to translate operational needs into design solutions.

- Developed design concepts and workflows grounded in in-depth research and user needs

analysis.

- Worked in a multidisciplinary environment, collaborating closely with development teams

and leadership to ensure alignment with project goals and timelines.

### IT Support Specialist, Ofek Unit, IDF

MAR 2019 – OCT 2020

- Managed and led training and onboarding processes for new soldiers within the unit.
- Provided technical support and troubleshooting for thousands of users while working with CRM systems.
- Supported and operated complex, classified systems in an advanced technological environment.
- Maintained availability of critical systems and coordinated with technical teams to resolve issues efficiently.

### Graphic Designer (Freelance), Tel Aviv-Yafo

FEB 2017 – JUL 2019

- Designed graphic materials for small businesses and private clients.
- Created logos, posters, and visual content for social media platforms.
- Managed small-scale design projects from concept through final delivery.

## Education

### Graphic Design & UX/UI, Studio 6B, Tel Aviv, Tel Aviv-Yafo

OCT 2025

Advanced graphic design, user research, product definition, visual hierarchy, UI design, and workflow creation in Figma.

### UX Design, John Bryce, Tel Aviv, Tel Aviv-Yafo

AUG 2021 – DEC 2021

User experience principles and product-oriented thinking.

### Full Stack Web Development, John Bryce, Tel Aviv, Tel Aviv-Yafo

MAY 2019 – MAY 2020

Angular, Node.js, MongoDB.