EFRAT KAPTSAN

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PROFESSIONAL SUMMARY

AI-forward brand and digital designer with 5+ years of experience owning design end-to-end. From strategy to execution across web, product, and marketing. Known for championing AI adoption across teams, embedding tools like Claude, Figma Make, DALL·E, and Google AI Studio into daily creative workflows to accelerate output, sharpen ideation, and raise quality. Equally skilled at building scalable brand systems, shipping pixel-perfect web experiences, and producing high-impact content that moves business objectives forward.

SKILLS

AI Tools & Platforms: Claude, Claude Design, Figma Make, Google AI Studio, Adobe Firefly, ChatGPT, DALL·E
AI Capabilities: Prompt engineering, custom AI assistant development, scalable AI workflow design, generative AI workflows, AI-powered brand systems, LLM integrations, cross-functional AI adoption & enablement
Design: Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

CORE COMPETENCIES

- AI-Driven Design Workflows
- AI-Augmented Design
- Brand System Architecture
- UX / UI Design
- Web Design & Production
- Design Thinking
- Interactive Prototyping
- Motion Graphics
- Creative Marketing Assets
- Cross-functional Collaboration
- Product Design
- Project Management

WORK HISTORY

Senior Digital Designer | *Reco* | Remote | February 2025 – Present

- Built and deployed a generative AI brand assistant powered by Claude, an LLM trained on Reco's brand voice that enables marketing, content, and product to generate on-brand copy autonomously, eliminating design bottlenecks company-wide.
- Own brand design end-to-end across all digital and physical touchpoints as sole brand design lead at a Series-B B2B SaaS startup.
- Architected Reco's brand design system from scratch: scalable, reusable components that enforce visual consistency and brand guidelines across all channels.
- Design and ship web pages end-to-end with engineering, owning the full UX and web design workflow from wireframe to live launch.
- Drive brand campaigns and creative assets across social, executive presentations, and events, accelerating every stage with prompt engineering and generative AI tools: Claude, Figma Make, DALL·E, and Adobe Firefly.

Digital Designer | *Aqua Security* | Burlington, MA | April 2021 – January 2025

- Pioneered AI-augmented design workflows team-wide, adopting DALL·E and Adobe Firefly in 2023 for campaign imagery well ahead of broader industry adoption; cut asset turnaround time and set a new creative standard across the design function.
- Redesigned website layouts, resulting in a 40% increase in average session duration; enhanced responsiveness that drove a 20% boost in mobile traffic.
- Designed social media graphics, motion animations, and campaign visuals that drove brand storytelling across digital channels.

UX / UI Designer Contractor | *The Upside (Argosite Company)* | Boston, MA | November 2020 - April 2021

- Ran usability tests to surface actionable feedback, iteratively resolving pain points and improving the overall experience.
- Delivered a cohesive, user-centric digital networking platform in close collaboration with developers and product managers.
- Designed high-fidelity mockups, prototypes, and interactive demos to visualize the rebranded UX/UI design concepts.

Graphic/ Web Design Contractor | *Global Venture Catalyst* | Remote | November 2020 - April 2021

- Designed a complete brand identity (logo, website, and marketing collateral) for a global entrepreneurship platform, from zero to launched in seven days.
- Produced optimized infographics and social visuals, and created an animation video series using Doodly.

EDUCATION

- **BFA in Visual Arts & Digital Media / Graphic Design / Game Design**
  University of Massachusetts | Dartmouth, MA | 2016 - 2020