DAPHNA KRAUS

Senior Product Designer | Design Systems & Complex Products

☎ 054-9242434 | ✉ dkrausdesign@gmail.com | 👤 Portfolio | in Linkedin | 📍 Hertzelyia

PROFESSIONAL SUMMARY

Senior product designer specializing in complex, hardware-integrated systems and scalable design systems. I create intuitive, data-driven interfaces for web and mobile, helping real-world users make fast, confident decisions. Experienced in cross-functional collaboration, accessibility, and system-driven design, I turn big ideas and complex workflows into clear, usable products.

EXPERIENCE

2021-Now
Senior Product Designer | Design System Specialist
MSD Animal Health Technology Labs

- Design digital tools for hardware-integrated systems, enabling farmers, ranchers, and field operators to make real-time, data-driven decisions via intuitive dashboards and workflows

- Translate stakeholder and operational insights into wireframes, prototypes, and polished interfaces for mobile and web products.

- Build and lead MSD's design system from the ground up, creating component libraries, design tokens, and documentation for scalable, accessible design.

- Establish design standards and workflows that cut design-to-dev time and improved consistency across multiple platforms.

- Collaborate with software, hardware, and product teams to align requirements, ensure feasibility, and deliver cohesive product experiences.

- Champion user-focused design practices, balancing technical constraints, usability, and business goals across product lines.

2018
Marketing | Brand Design Coordinator
Hop! Media Group

- Developed scalable brand systems and digital campaigns for multi-channel use, ensuring visual consistency and supporting brand growth.

2016-2018
Producer | Assistant to Director
Cinemajet LTD

- Directed a website redesign and created visual investor materials that secured funding while coordinating timelines and budgets across teams and projects.

SKILLS

Core Skills

UX/UI Design • Design Systems & Component Libraries • Hardware-Integrated Products • Mobile & Web Interfaces • Stakeholder Collaboration • Accessibility (WCAG)

Tools & Technical

Figma (advanced) • Design Tokens • Design System Documentation • HTML/CSS • Agile Workflows

Languages

Hebrew (Native) • English (Native)

EDUCATION

2019-2021
Full-Time Self-Directed UI/UX & Digital Design Training
Full-time training in UI/UX, interaction design, and visual systems, covering Graphic Design, User Research, HTML, CSS, and Python.

2018-2019
Toy Design Program
Shenkar College

Additional Studies
Film (2012–2016), Animation (2009–2010)