

ABOUT ME

Senior Art Director and Brand Designer with 10+ years of experience in **crafting impactful visual solutions that shape visual narratives and brand experiences.**

I am a dedicated team player who thrives under tight deadlines and is inspired by design and creativity. I'm a problem solver who turns **marketing challenges into engaging designs that elevate brands and drive results.**

SKILLS

- **Brand Strategy & Visual Identity - Proficient**

Cohesive brand narratives, digital & print consistency.

- **Graphic & Motion Design - Proficient**

Social media graphics, video animations, interactive media.

- **Marketing & Campaign Design - Proficient**

Visuals that drive engagement & conversion.

- **Creative Direction & Team Collaboration - Proficient**

Cross-functional teamwork & creative leadership.

- **Technical Proficiency - Proficient**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), Figma, Google Workspace, Microsoft Office.

- **Presentation & Deck Design - Experienced**

High-impact presentations for leadership & stakeholders.

WORK EXPERIENCE

Senior Brand Designer

Innovid - AdTech company / 2021-2025

- Collaborated **under tight deadlines** with diverse global and executive teams throughout the company.
- Translated new **brand guidelines** into a full suite of brand assets, including website imagery, social media materials, conference booths, and marketing collateral.
- Designed **marketing materials**, reports, one-sheets, social media content, and motion graphics.
- Developed end-to-end visuals for **conferences**.
- Worked closely with global HR teams to art direct and create visuals for **HR events and initiatives**, including logos, swag, print materials, and more.
- Designed **strategic presentations** in collaboration with leadership teams.

Art Director

Ecaliptoos - Digital advertising / 2015-2020

- Developed brand identity systems for diverse clients.
- Designed marketing campaigns, including social media, billboards, and CTV ads.

Graphic & Motion Designer

ONE Sport - TV channel / 2014-2015

- Designed broadcast graphics and video promos for TV programs.

Graphic & Motion Designer

Channel 10 News / 2013-2014

- Created high-pressure, deadline-driven visual content for news programs.

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📍 Israel

🔗 [Portfolio](#)

🌐 [LinkedIn](#)

EDUCATION

B.Ed.Des in Visual Communication

The NB Haifa
School of Design
(Wizo Haifa)
2008-2012

UX Design

Netcraft Academy
2015

LANGUAGES

Hebrew

Native speaker

English

Highly proficient