

Multidisciplinary designer with over a decade of experience in brand, marketing, and visual communication. Specialized in shaping brand identity and crafting design solutions across platforms: digital, print, social, and motion. Known for balancing creativity with strategy, and for delivering impactful design that supports business goals. Strong collaborator and self-starter, passionate about evolving design culture within organizations.

## CORE EXPERTISE

- Brand identity and concept development
- Marketing and social media design
- Campaign design and visual storytelling
- Motion design and video editing
- Digital illustration and image making
- Package design and print production
- Exhibition and event design
- Creative direction and cross-team collaboration

## TOOLS I USE

- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Dimension, Premiere)
- Figma
- Blender
- Midjourney and various AI-powered creative tools
- Generative AI technologies for image-making and concept development

## PROFESSIONAL EXPERIENCE

### 2022–Present

#### RavenDB | Brand and Marketing Designer

Lead designer at RavenDB, responsible for defining and evolving the brand's visual identity. Manage the creation of all marketing materials across digital and print—including presentations, website assets, campaigns, social media content, and product collateral.

- Provide creative direction and manage external design vendors
- Own day-to-day collaboration with marketing, product, and content teams
- Organize internal enrichment sessions and lead the development of the design function
- Act as brand guardian, ensuring consistency and recognition across all touchpoints

### 2018–2022

#### Wix.com | Social and Blogs Marketing Studio

#### Graphic Designer & Creative

Designed and produced visual content for Wix's social channels and editorial blogs, working within the Marketing Studio to support storytelling and engagement across multiple channels.

- Developed high-end, original imagery and illustrations from scratch for social media, campaigns, and landing pages
- Designed and executed cross-departmental projects and collaborations between marketing and content teams
- Managed the editorial timeline and visual production for Wix's blogs, overseeing schedules, priorities, and consistency
- Created visuals for large-scale campaigns, including the Super Bowl 2019 initiative, and contributed to ongoing brand storytelling
- Partnered with product marketers, copywriters, and creative leads to align messaging and design across all formats

## 2014–2018

### Istudio | Branding and Package Design Studio Graphic Designer & Print Production Lead

Led branding and packaging projects for cosmetics and food brands.

Developed brand concepts from scratch

Delivered full design solutions including marketing assets, packaging, and in-store materials

Managed print production, vendors, and photoshoots in collaboration with clients and photographers

## 2013–2014

### Studio Ayala Halevi | Creative Marketing Studio Graphic Designer

Designed creative marketing materials for major clients including Amdocs, Unilever, Mondelez, and the Israeli Ministry of Economy.

---

## EDUCATION

B.Ed.Des with Honors

Wizo Design Academy, Haifa | 2010–2014

## LANGUAGES

- Hebrew – Native
- English – High Proficiency
- Russian – Conversational

## FEATURES & EXHIBITIONS

- Tel Aviv International Student Film Festival – 2014
- FirstCourse Movie Catalogue – 2014
- La Culture Exhibitions – 2019, 2020
- Asufa Haggadah (Hagada by Asufa) – 2021