

CREATIVE EXPERTISE

- Marketing design
- Social design
- Branding and concept development
- Video editing and motion design
- Image making
- Digital illustration
- Package design and print production
- Exhibition design and production

TOOLS I USE

- Adobe Creative Suite (Ps, Ai, Ae, Dn, Pr)
- Figma
- Blender
- Midjourney

EDUCATION

2010-2014 B.ED.DES with honors
Wizo Design Academy, Haifa.

FEATURED IN

- Featured work in "Tel-Aviv International Student Film Fest" 2014 and "FirstCourse" movie catalogue.
- Featured works in "["La Culture"](#) exhibitions 2019 and 2020.
- Featured work in "["Hagada" by "Asufa"](#) 2021.

LANGUAGES

Hebrew- Native Language
English- High Proficiency
Russian- Conversant Level

EXPERIENCE

2018-2022

Wix.com | Social and blogs marketing studio Graphic designer and creative

As part of the Wix Marketing Studio team, I specialize in social design for Wix's social channels and editorial design for multiple Wix blogs. I create visuals for social media and editorial content, collaborate with various marketing teams, and manage the blog timeline. I work closely with all marketing verticals, PMMs, and creatives within Wix's marketing studio, contributing to social campaigns and productions (including the Super Bowl 2019 campaign). My work focuses on brand development through social design and image making, aligning content with brand identity.

2014-2018

Istudio | branding and package design studio Graphic designer and print production

Concept and brand development for cosmetics and food brands. Collaborated closely with marketing managers, printing houses, photographers, and clients, providing comprehensive design solutions from A to Z, including branding, marketing materials, package and product design and advertising.

2013-2014

Studio Ayala Halevi | Creative marketing studio Graphic designer

Working on creative marketing materials for massive corporate clients (Amdocs, Uniliver, Ministry of Israeli Economy, Mondelez, Menora-Mivtahim and more).
