



A multidisciplinary marketing graphic designer with a proven track record of leading creative projects and teams. With 10+ years of experience working with startups and global tech companies, I excel in branding, digital design, and large-scale visuals. Integrating concept-driven design with cutting-edge AI tools, I am passionate about fostering innovation and driving impactful visual strategies.

WORK EXPERIENCE

2022 - Present AudioCodes - Graphic Designer

- Developed and refined the company’s global visual branding
- Designed engaging social media campaigns leveraging AI tools and motion design
- Developed booth and event visuals for major international tech exhibitions
- Produced marketing assets for both digital and print: presentations, campaigns, and branded content
- Collaborated with creative teams and managed freelancers to ensure consistent, high-quality output

2019 - 2022 Lecturer and Studio Owner of 'Studio Roei'

- Taught graphic design, training hundreds of designers at Tiltan College, Haifa
- Provided branding and graphic design services, including web design and development
- Collaborated with entrepreneurship centers: product photography, graphic design, and business lectures

2018 - 2019 Elbit Systems - Graphic Designer

- Designed marketing graphic materials for the organization's training units
- Conducted production work on schematics and photo processing for classified systems

2017 - 2018 Meimad, Printing House - Graphic Designer

- Managed client relationships from initial brief to final delivery
- Designed large-format print materials, including posters, signage, and banners
- Oversaw the end-to-end production process with a focus on quality and precision

EDUCATIONAL

- Graphic Design Program specializing in UI/UX Tiltan College, Haifa – Graduated with distinction
- Advanced UX/UI Course Codesigner
- Branding Development Course CurlyBlack Studio
- Industrial Engineering and Management major High School Diploma

MILITARY

2012 - 2015 Israeli Navy

- Graduated with distinction from a navigation systems technician course.
- Served as a navigation systems technician, performing maintenance on naval vessels.
- Awarded "Department Excellence" title.

SKILLS

DESIGN

- Proficient in Adobe InDesign, Illustrator, and Photoshop
- Experienced with AI-powered tools such as Sora, Runway, Leonardo, and Freepik AI Suite, Figma, Wix, Lottie Creator

PERSONAL

- Creative thinking, Visual storytelling, Curiosity, Teamwork, Strong communication and presentation skills.