

# Liran Levi

A digital designer professional with a focus on Responsive Design and a keen understanding of design trends in the mobile/web sphere. My expertise lies in identifying marketing and branding needs, translating them visually, and employing conceptual thinking for diverse audiences. I excel in effective communication, team collaboration, attention to detail, and precise organization, ensuring optimal resource and time management.

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## Professional Experience

### Digital Marketing Office, Alios Online Designer

2020 - 2023

- Delivering comprehensive branding and design services to both local and international clients, engaging directly with clients and cross-functional teams to ensure a seamless collaborative process.
- Serving a wide range of leading brands in a numbers of different industries e.g. real estate, investments, cosmetics, tourism etc., offering versatile expertise tailored to each sector's unique needs.
- Planning marketing and branding strategy according to target audiences and alignment with briefs.
- Spearheading the identification and definition of requirements for concept development and design language, resulting in engaging presentations and dynamic digital campaigns.
- Utilizing Elementor for the meticulous design of websites and landing pages, while also showcasing creativity in crafting static and interactive social media posts (Facebook, Instagram), newsletters, compelling video clips, and other multimedia content.

### Advertising Studio, Evolve Media Graphic Designer

2015 - 2019

- Providing brand design, including but not limited to strategy planning, creative creation for campaigns and guiding projects.
- Developing Digital design such as, websites, mini sites, project renderings, banners, landing pages etc.
- Creating Print product design for clients and external companies; including, logo and visual language development, business cards, letterheads, brochures, maps, billboards etc.

### "Style" Magazine, Yedioth Communications Group Graphic Designer

2014 - 2015

- Designing advertising campaigns for a luxury magazine distributed nationally, working with various companies and businesses in diverse industries.
- Identifying and defining customer needs according to the marketing strategy, creating multiple options until final client approval.

### "Caspi Refreshing Drinks" Company Designer

2013 - 2014

- Designing advertising materials for international brands for various advertising platforms: billboards, print ads, promotional materials, and more.
- Responsible for receiving materials from the parent company abroad, adaptation and alignment for the Israeli audience, concept development for all platforms.

## Education

- UX/UI Interface Design Course, learning work methods, practical and theoretical tools for designing various platforms, Netcraft College. 2019
- Interactive Design Studies, Mentor College. 2016
- B.A in Visual Communication and interdisciplinary studies, Goren College, Emek Yizrael College. 2010- 2014

## Systems Used

Illustrator  
InDesign  
Photoshop  
XD  
Figma  
Elementor  
Invision  
Office Software

## Languages

Hebrew  
Mother Tongue

English  
Working Proficiency

## Military Service

Full-service in the Navy  
Intelligence - Outstanding  
Soldier (2005 - 2007)