

Aviv Cohen

Visual Designer

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I'm an experienced Visual Designer with 5 years of brand and marketing design experience across diverse channels. I strive to bring fresh perspectives and ideas to every project, and am passionate about creating impactful and aesthetically appealing designs. I am a people person who strongly believes in the importance of a positive, creative, and collaborative environment.

Professional Experience

Marketing Designer @ Team8 | 2023 - Present

Lead and direct all design processes and branding projects within Team8, a prominent studio venture group in Israel. Provide ongoing guidance to marketing directors, resulting in the successful conceptualization and implementation of creative design initiatives. Unify and maintain Team8's brand identity across diverse domains and business units. Create impactful core assets (print and digital) for numerous local and global events, contributing to heightened brand visibility and recognition. Collaborate closely with key stakeholders to enhance visual storytelling and concepts. Provide design support to early stage portfolio companies.

Marketing & Web Designer @ EcoCity LTD | 2021 - 2023

In-house marketing & web designer. Member of the Sales & Marketing team. Managed and maintained the company's brand, as well as all advertising and marketing assets for the company (print & digital). Redesigned the firm's website. Supported architects and interior designers with technical drawings. Provided graphic design services to all departments for cohesive visual communication. Managed multiple projects simultaneously, consistently meeting tight deadlines and achieving set goals.

Graphic Designer @ Freelance | 2019 - 2021

Created graphic design assets - print, web, and social. Worked for and with businesses mostly in the culinary field, including restaurants, delis, butcher shops, and grocery stores. Developed collateral that aligned with brand guidelines to communicate visually appealing designs.

Education

Netcraft academy

UX/UI Course
2020-2021

Shenkar College of Engineering & Design

B.des Interior, Building & Environment design
2017-2021

Computer Skills

- Figma
- Photoshop
- Illustrator
- Indesign
- Adobe XD
- Wix Studio
- Wordpress
- Monday.com
- Microsoft Office

Languages

Hebrew: Native
English: Professional

Military Service

2009-2011: Squad leader, 'Magal' Combat Backup Array- professional training unit of the IDF