

I am a **marketing advisor**  
& **graphic designer** with experience  
in UI, UX and branding, looking for a  
role to leverage my expertise.

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[LinkedIn](#)  
[My portfolio](#)

## Notable Projects:

- **Levinsky-Wingate Academic College:** From *March 2024*, I am working with the college to design and refine several new Hebrew study books. The books, more than 200 pages long each, involved working with Arabic and Hebrew together in various formats, extensive rebuilding of the chapters, and working for almost half a year under the most professional and stringent guidelines.
- **Don Futterman's book and website:** In *July 2023*, I was hired by the acclaimed American-Israeli author Don Futterman to oversee the marketing campaign for his new book, "Adam Unrehearsed". The successful results of the campaign for the award-winning book led to a second job from Mr. Futterman: a website and rebranding for his high-profile podcast, "Don Futterman's One-Man Show".
- **Israeli Air-Force:** Apart from my main roles in the military from *July 2021* to *March 2023* as NCO in charge of the Air Force podcasts, which included a rebranding and overhauling of the podcasts division, "On Air", I was tasked to oversee widespread projects across the Air Force, for example the redesigning of the Air Force website with Matrix Corp, a project of more than 1,000,000 shekels, to the relaunch of the Air Force inner website, AirNet, alongside an extensive campaign to promote it, and the redesigning of the entire Air Force logo in its International version, to name a few.
- **Record:** In *2021*, the amazing Iris Alter-Liberman approached me to design a new logo for her new NPO, Record. What started as a simple logo design expanded to a full branding, a relaunch of the brand, and designing two websites, in Hebrew and in English. After joint work for more than two years, and two more websites for team members' personal businesses, the NPO tripled its monthly listeners and welcomed to their board some of the industry's top people.
- **Municipal party "Shoham Bitnufa":** In *2017*, I was hired by Gilad Rabinovitch, former CEO of "Haavoda", to the municipal party "Shoham Bitnufa" as a staff member, responsible for the party's branding and strategy for ages 18-26. After the elections, I continued as a political consultant for the party, specifically for the head of opposition, Suzi Bar. During this time, I designed and developed "Suzi Bar's Blog". Less than 6 months after its launch, it was the most viewed blog in the area, with more than 10,000 page views.

**Skills:** Affinity Designer, Adobe Illustrator, Adobe InDesign, Figma, Wix Studio, Elementor.

**Additional clients:** Aleph Farms, UCIIc's Brand New, Gideon Saar, Hailo, Langware, Wi-Charge, Restart Global and more.

**Education and programs:** Project Management course at Experts Group (2025), Directors course at Sapir College (2024), Meteor Program (2022), HaCkaveret by JDC and NII Funds (2021), StartupNow program by the IIA and Unistream (2016).

More than  
**100 projects**  
over the last decade.