

BEN SHLOMO GIDA

GRAPHIC DESIGNER

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Portfolio: www.benshlomogida.com

SUMMARY

Graphic Designer with a bachelor's degree (B.Des) in Visual Communication from Shenkar College. Brings expertise in graphic design with strong skills for both digital and print, specializes in typography, is advanced in Adobe Creative Suite and AI tools, and focuses on branding and marketing. Delivers high-quality work that aligns with client objectives while consistently meeting deadlines and adhering to budget constraints.

EXPERIENCE

Freelance

2024 – Present

- Designed digital and print materials for over 10 clients, ensuring alignment with each client's brand objectives and guidelines.
- Collaborated closely with clients to deliver tailored design solutions, facilitating effective communication and timely project completion.
- Developed strategic social media content and copywriting for targeted campaigns, increasing brand visibility and engagement by 35% and strengthening the brand's presence across platforms.

Brand and Marketing Designer

2023 – 2024

CRAFT Concepts Agency, Tel-Aviv

- Led the development of brand and visual identity projects from initial concept to completion, including brand books, design guidelines, and presentation materials to support brand strategies.
- Developed marketing materials across digital and print platforms, maintaining cohesive brand messaging.
- Led social media campaigns and supervised print production, ensuring high-quality results that consistently met deadlines and adhered to brand standards.

Graphic Designer Intern

2021 – 2022

Studio Shenkar

- Designed digital and print assets, including animations, event branding, and marketing materials, ensuring alignment with Shenkar's brand standards.
- Supported the Marketing Department's mission to maintain a cohesive visual identity across academic and promotional content.

EDUCATION

Bachelor of Design in Visual Communication

2018 – 2022

Shenkar College of Engineering and Design and Art

- Graduated with Honors.

SKILLS

Technical Skills

- Adobe Creative Suite:
 - Photoshop
 - Illustrator
 - InDesign
 - After Effects
 - Adobe XD • Figma
- AI and Generative Tools:
 - Midjourney • Dall-E 3 • Firefly
 - ChatGPT • Gemini • Luma AI
 - TouchDesigner
- Web Design & Development:
 - Webflow • Wix • HTML / CSS
- Glyphs 3

Professional Skills

- Visual Communication
- Typography - Expert
- Layout and Grid Design
- Branding and Identity
- Brand Strategy
- Marketing and Advertising
- Social Media Marketing
- Art Direction
- Marketing Motion Graphics
- Print Design and Production
- UX/UI and Product Design

Personal Skills

- Communication Skills
- Time Management
- Project Management
- Teamwork
- Attention to Detail
- Creativity
- Problem Solving
- Adaptability
- Flexibility

LANGUAGES

Hebrew / עברית

Native

English

Fluent