Ben Shlomo Gida

Graphic Designer

📞 +972 50 688 0030
✉ benshlomogida@gmail.com
🖋 benshlomogida.com
in linkedin.com/in/benshlomogida
📍 Tel Aviv, Israel

SUMMARY

As a Multidisciplinary Graphic Designer with a Bachelor of Design (B.Des) in Visual Communication from Shenkar College and over 3 years of experience, I have developed strong skills in graphic design for both digital and print. Specializing in typography and highly proficient in Adobe Creative Suite and AI tools, I bring expertise in branding and marketing. With creativity and professional knowledge, I am committed to delivering high-quality work that meets client objectives while consistently adhering to deadlines and staying within budget.

EXPERIENCE

Freelance Graphic Designer *June 2024 — Present*

- Designed digital and print materials for over 15 clients, ensuring alignment with each lient'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.

Teaching Assistant *March 2024 — July 2024*
Shenkar College

- Guided 20 third-year students in the Experimental Typographic course, supporting their project development from concept to final presentation.
- Provided structured feedback to strengthen students concept development and design thinking skills, preparing them for their fourth-year final projects.

Graphic and Visual Designer *January 2023 — March 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 *October 2021 — June 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

- 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*