

BEN SHLOMO GIDA

Graphic Designer

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Portfolio: www.benschlomogida.com

Summary

Graphic Designer with a bachelor's degree in Visual Communication from Shenkar College, offering expertise in visual design across both digital and print media. Specializes in typography with advanced proficiency in Adobe Creative Suite and AI tools, and a strong focus on branding and marketing. Consistently delivers high-quality work tailored to client objectives, while meeting deadlines and adhering to budget constraints.

Work Experience

Freelance Designer

2024 - Present

- Designed digital and print materials for over 10 clients, ensuring alignment with brand objectives and guidelines.
- Collaborated closely with clients to deliver customized design solutions, fostering effective communication and on-time project completion.
- Developed strategic social media content and copywriting for targeted campaigns, increasing brand visibility and engagement by 35%.

Brand and Marketing Designer

2023 - 2024

CRAFT Concepts Agency, Tel-Aviv

- Led end-to-end development of brand identity projects design guidelines aligning with strategic objective.
- Created cohesive marketing materials for digital and print platforms, ensuring consistent brand messaging across all channels.
- Managed social media campaigns and supervised print production, delivering high-quality results on time and within brand standards.

Graphic Design Intern

2021 - 2022

Studio Shenkar

- Designed digital and print assets, including animations, event branding, and marketing materials, ensuring alignment with Shenkar's brand standards.
- Collaborated with the Marketing Department 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, TouchDesigner

Website Design and 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
- Time Management
- Project Management
- Teamwork
- Attention to Detail
- Creativity
- Problem Solving
- Adaptability
- Flexibility

Languages

Hebrew / עברית

Native

English

Fluent