

BEN SHLOMO GIDA

Graphic Designer

+972 50 688 0030
benshlomogida@gmail.com
benshlomogida.com
linkedin.com/in/benshlomogida
Tel-Aviv, Israel

SUMMARY

Multidisciplinary Graphic Designer with a Bachelor of Design in Visual Communication from Shenkar College, graduating with honors and over 3 years of experience. Specializes in typography, blends skills in graphic design for digital and print, focusing on branding and marketing. Bringing creativity and professional knowledge, along with a strong technical and technological orientation, expert in Adobe Creative Suite. Excellent communication skills, experience in both teamwork and independent project management with the ability to deliver high-quality results and effective solutions under pressure and tight deadlines.

WORK EXPERIENCE

Freelance Graphic Designer

06/2024 – Present

- Worked on a variety of digital and print design projects.
- Collaborated with clients to provide customized design solutions, maintaining effective communication and meeting deadlines.
- Assisted clients in promoting their visual identity by designing marketing and promotional content for social media.

Teaching Assistant

Experimental Typographic Course, Shenkar College

03/2024 – 07/2024

- Taught Third-year students in the Visual Communication Department and throughout the semester on the development of their personal projects, from the concept stage to the final presentation.

Graphic and Visual Designer

CRAFT Concepts Agency

01/2023 – 03/2024

- Led the development of brand and visual identity, from initial concept presentations to the creation of brand books.
- Developed marketing and advertising materials for various clients.
- Provided art direction for social media campaigns.
- Oversaw print production, ensuring high-quality output.
- Collaborated effectively with team members and worked independently, delivering high-quality work under tight deadlines.

Graphic Designer (Internship)

Studio Shenkar College

10/2021 - 06/2022

- designed and produced digital and print materials, including animations and marketing content, for multiple departments at Shenkar College.
- Worked independently and provided design that met the college's standards and aligned with the visual and design language.

SKILLS

Technical Skills

Photoshop
Illustrator
InDesign
After Effects
Figma / XD
Adobe Firefly
Midjourney
Dall-E 3
Webflow / Wix
Glyphs 3

Professional Skills

- Visual Communication
- Typography Expert
- Layout and Grid
- Branding and Identity
- Marketing and Advertising
- Art Direction
- Image Making
- Vector Graphics
- Print Production
- Package and Product
- UX and Digital Product
- Motion Graphics

Personal Skills

- Excellent Communication
- Team Collaboration
- Work under pressure
- Creative problem-solving
- Attention to Detail
- Adaptability
- Time Management
- Public Speaking
- Managerial Capabilities

EDUCATION

Shenkar College of Engineering, Design and Art

Bachelor of Design in Visual Communication

2018 – 2022

Graduated with Honors.

LANGUAGES

Hebrew / עברית Native
English Fluent