

TIKI EDRI

Marketing & Brand Designer

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Work Experience

2023 - 2024

Perimeter 81 by CheckPoint | Marketing Designer

- Collaborate with diverse stakeholders, designing for various platforms and optimizing workflow processes.
- Design landing pages and performance-driven campaigns for different target audiences.
- Rapid understanding of a new field (cybersecurity) and conveying marketing messages tailored to target audiences.
- Fluent ongoing work in English with international stakeholders.

2023

Yotam Bezalel | Brand Designer

- Developed brand strategies for diverse clients
- Translated concepts into brand identities
- Conducted market research
- Crafting original and unique branding styles from scratch, utilizing illustration skills and current trends and techniques

2017-2021

Avraham ADV | Creative Designer

- Intensive creative work under pressure and meeting deadlines while maintaining quality and high standards of design and branding
- Professional transparency with stakeholders such as customers, co-workers, and management.
- Productive collaboration and team player, while maintaining a fun, exciting, and communicative work environment

2015-2017

Galit Studio | Head of Design

- Ongoing office management
- Pleasant, transparent and efficient work with clients, understanding their needs while promoting business interests, providing creative, fast and quality service.
- Product branding for businesses.
- Visual graphic design and social media advertising.

Education

2022-2023

UX & UI Design

Nettaft Academy

2011-2015

Visual Communication

Emmunah Collage

Bachelor's degree with honors

Tools

Adobe CC

Adobe Premiere

Adobe XD

Figma

Wix

AI Tools

Microsoft Office

Languages

Hebrew - Native

English- Fluent