Or Arazi
Marketing Designer

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SUMMARY

Creative and multidisciplinary UI/UX & marketing designer with 3+ years of experience designing user-centered interfaces, responsive websites, and high-impact marketing assets. Skilled in product design, branding, multi-language adaptations, and creating conversion-driven experiences across web, mobile, and social. Experienced working in fast-paced, studio-level environments with rigorous quality standards. Passionate about blending aesthetics with function, and leveraging AI tools (ChatGPT, Sora, Midjourney) to boost creativity, efficiency, and visual storytelling.

EXPERIENCE

Marketing designer
Create
November 2025 – Present

- Collaborated with a multidisciplinary design team in a fast-paced studio environment, delivering marketing assets across web, social, and print.
- Adapted complex, multi-language campaigns (including DE/ES/EN) while maintaining brand consistency and visual precision.
- Executed production-ready deliverables, working with strict timelines and high creative standards.
- Partnered with senior designers to refine workflows, improve attention to detail, and uphold studio-level quality benchmarks.
- Gained experience in structured review processes, iterative feedback, and cross-team communication.

UI/UX & marketing designer
Mishloha
January 2023 – November 2025

- Designed user interfaces for web and mobile platforms, improving usability and user engagement.
- Created animated banners and social media content (static & motion) aligned with branding guidelines.
- Designed and built the Mishloha Business corporate website.
- Initiated and led a volunteer design project for reservists.

Education
Graphic design with specialization in UI/UX - HackerU, October 2021 - June 2022

Skills
User Experience design
User Interface design
Product design
Web & Mobile design
Branding & identity
Marketing design
Motion design
Wireframing & prototyping
Conversion optimization

Tools & Technologies
Figma, Adobe XD
Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
WordPress & Elementor
ChatGPT, Midjourney, Sora
HTML/CSS (basic understanding)

Languages
Hebrew - native
English - professional