Rotem Myasnikov
Graphic Designer

I'm a graphic designer with **over 7 years** of experience in branding, UX/UI, and digital marketing. I enjoy turning ideas into clear, impactful designs - whether it's a brand identity, a website, or a campaign.

Work Experience

Marketing Designer at "SSV Labs" - B2B Startup | Crypto industry. 2022-Current

- Led brand, web, and campaigns design from scratch to delivery.
- Created pitch decks, landing pages, case studies, and whitepapers for partnerships and BD.
- Built and maintained a guideline design system (colors, type scale, iconography, logos usages and more) for consistent execution across channels.
- Shipped social and marketing assets, supporting launches, online events, and other marketing campaigns.
- Created offline materials designs for crypto events and conferences around the world including swag and internal company design requests.
- Managed freelance and vendor, providing clear briefs and actionable feedback, and introduced workflow improvements that enhanced quality and turnaround speed.

Marketing Designer at "Shareit" - B2C Digital Agency. 2019-2022

- Developed concepts and brand identity for variety of clients and small to large type of businesses.
- Built, designed and managed over +50 websites and landing pages and E-commerce sites.
- Shipped marketing materials, including social media assets, newsletters, presentations and other promotional materials.
- Partnered with Product Managers and R&D to deliver cross-platform solutions.

Graphic Designer at "Heidia" - B2C Advertising company. 2017-2019

- Developed branding concepts and full visual identities for retail and corporate clients.
- Designed pitch decks, and marketing materials for business development.
- Created packaging and point-of-sale branding for national retail campaigns.
- Produced print-ready files and coordinated directly with print houses.

Core Skills

Design & Branding:
Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere.

UX/UI & Prototyping:
Figma, wireframing, user flows.

Web & Digital:
Presentations design, social media, landing pages, infographics, newsletters and other marketing assets.

Creative Strengths:
Branding strategy, typography, compositions, layouts design, print design.

Soft Skills:
Project management, team leadership, attention to detail, fast and self learner, technical orientation.

Others:
AI tools, Wordpress, Elementor, Canva.

Education

Mentor College (2017–2018)
Diploma of Education, Interactive and digital media design.

IAC College (2016–2017)
Diploma of Education in Visual Communication & Graphic Design.

Languages:
Hebrew, English (very high level)

Millitary Service:
Head Office of the Lieutenant Colonelin the Ministry of Defense.

Let's Talk

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