

CREATIVE DIRECTOR & GRAPHIC DESIGNER & CONTENT WRITER

I am 30 years old from Tel-Aviv.
I've been doing content writing and
design for years, certificated from John
Bryce College and I have recently
broadened my experience as a Creative
Manager.



EDUCATION

John Bryce College

2021-2022

Certificated in Graphic Design & UX\UI

BRAINNEST Germany

2022-2022

Certificated in Graphic Design

In my personal life and my studies I have
mastered the fundamentals of Design and Editing
I have gathered knowledge that includes the
latest trends, video, branding, 3D and more...

**I will create design solutions and awesome
content writing.**

SKILLS

Editing	100%
Content Writing	100%
Branding	100%
Briefing	100%
UX\UI	100%
Illustrating	100%

+972-54-654-9570

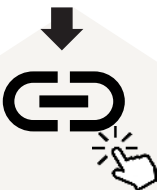
or my German num:
+49 1575 3224795

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Tel aviv,Israel.

<https://verosuniverse.com>

To my portfolio



EXPERIENCE



K-Logic, K-Verse

2024- 2025

**Video Editor and Graphic Designer in
E-Commerce Department**

- Design product pages, banners, and ad creatives for Shopify & Amazon
- Edit product/testimonial videos for Meta, TikTok & Reels
- Add captions, transitions & hooks to boost engagement
- Optimize for mobile, platform formats, and conversions
- Use AI tools and stock footage to tell visual product stories
- Collaborate with marketing to align creative with goals



IGN Entertainment.

2019 - Today.

**Content writer in the israeli branch of
IGN Entertainment.**

- Creating original content about games, movies and general pop culture.
- Being sent to Review Movies and Games before the release to the public.
- translating, proofreading and editing content.
- reviewing tech products sent to me.



Tzar Media

2022 - 2024.

Creative Director at a Marketing Agency

- Creating Content for clients in various areas and businesses. (posts, videos, marketing plans and more)
- Branding from A to Z businesses and companies of clients. (from research to execution of full branding)
- Brewing and committing marketing ideas for all the marketing agency clients including campaigns, Posts, Website Launches, Videos, and more...
- Managing the Design team that includes Meetings, Briefs, Design Examples, etc...

WHAT I'M STUDYING NOW?

Animation, 3D, Video Editing, Arts, New UX/UI trends and more..!

HOBBIES

Gaming	100%
Illustrating	100%
Cooking	100%
Fashion	100%

ABOUT ME

I am passionate about art, design, and content writing I do a lot every day and study new things all the time. i LOVE being updated on the latest trends.

I have paved my way through IGN Entertainment and gained experience in reviewing, editing, and composing original content over the years.

I am proud to have gained a Creative Designer experience in a Marketing Agency when I first started as a Junior.


I aspire to be the best in any task given to me and better my skills in any field I am in.



Graphic Designer (freelance)

2018 - Today

Designer For Various Projects.

- Designing my clothing brand - URBAN VXV - Check it out! → 
- UX/UI.
- Logo Creating.
- Branding.
- Illustrations.
- App and Web Designing.
- HTML + CSS.
- **Wordpress Expert**
- Video Editing.

LANGUAGES

English	100%
Hebrew	100%
German	30%

ARMY

F-16 Fighter Jet Electrician, Ramat David Base. I serviced from August 2013 – August 2015. for my mandatory service. I've learned how to fix all the electric parts for the fighter jet. Been in Zuk Eitan operation.