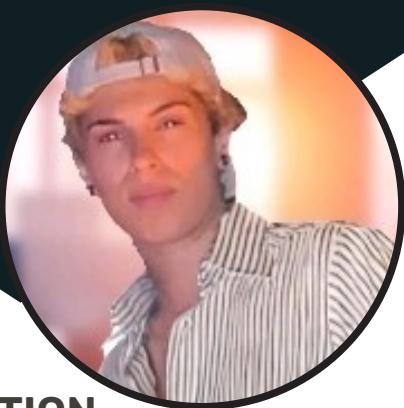


# CREATIVE DIRECTOR & GRAPHIC DESIGNER & CONTENT WRITER

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% |

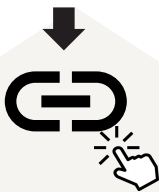
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<https://verosuniverse.com>

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%



Graphic Designer (freelance)

2018 - Today

### Designer For Various Projects.

- Designing my clothing brand - URBAN VVX - 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%

## 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.

## 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.