

TAMIR AVRAHAM

Interactive Experiences & Digital Designer | Branding Designer | Creative Problem-Solver

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SUMMARY

I'm a branding and marketing designer passionate about crafting compelling visual identities and creative campaigns. With experience in branding systems, marketing materials, and digital design, I specialize in developing concept-driven, aesthetically powerful, and strategically effective designs. Whether creating a brand identity, a marketing campaign, or a digital experience, I ensure that every project maintains strong storytelling and cohesive execution across platforms.

EXPERIENCE

Brand & Marketing Designer

Basman/Tenenbaum

2023 - Present | Tel Aviv

- Developed comprehensive branding for major Israeli clients including Isrotel and BIG
- Managed complex print production projects, ensuring quality execution of signage and marketing materials
- Created versatile design systems that work across multiple platforms
- Led projects from concept to completion, maintaining clear communication and organization
- Worked on marketing websites, landing pages, and UI elements, ensuring strong visual consistency across platforms.
- Created branding systems and visual identities that translated into packaging, digital assets, and marketing content.

Graphics Designer

Studio Luka

2022 - 2023 | Tel Aviv

- Created branded environments that brought company identities into physical spaces
- Collaborated effectively with industrial designers on integrated space solutions
- Developed visual environments that strengthen brand recognition
- Developed project management skills from concept to completion
- Created and executed signage systems for hospitality and office spaces

EDUCATION

B.A visual communication

Shenkar College of Engineering Design and Arts.

2019 - 2023

ACHIEVEMENTS

Brand Implementation

Successfully delivered comprehensive branding projects for leading Israeli companies that work effectively across all platforms

Integrated Brand Experience

Delivered comprehensive branding projects that extend seamlessly from physical to digital touchpoints

Production Expertise

Mastered complex print and production processes, ensuring quality output for diverse applications

Brand Development

Shaped the visual presence of leading Israeli companies through comprehensive design work

Collaborative Success

Effectively worked with cross-functional teams to deliver integrated design solution

SKILLS

Logo Design Brand Development Print Layout

Marketing & Campaign Web & Mobile Design

Adobe Suite Figma TouchDesigner P5js

Research-Driven Design Project Management

Client Communication Cross-Team Collaboration

PASSIONS

Visual Systems

Fascinated by creating cohesive design languages that work across different mediums and spaces

Innovative Digital Design

passionate about staying ahead of digital design trends to produce fresh, engaging content for social media and web

Physical & Digital Spaces

Love exploring how design can transform environments and create meaningful experiences

Art & Culture

Deeply interested in music, art, and philosophy - drawing inspiration from these fields to enrich design thinking