

# TAMIR AVRAHAM

Graphic Designer | Branding Designer | Marketing Designer

+972-0523433595 @ avrahamtamir99@gmail.com linkdin.com Tamir Avraham avmiravraham.com

Tel Aviv-Yafo

## SUMMARY

Brand & Marketing Designer with 3+ years of experience leading end-to-end branding processes for enterprise and growing brands. Specialized in building scalable brand systems across marketing, digital, and physical touchpoints, with hands-on experience supporting large-scale launches and long-term brand strategies. Proven collaborator with marketing teams, executives, and cross-functional stakeholders, translating business goals into clear, high-impact design solutions.

## EXPERIENCE

Graphics Designer

Basman/Tenenbaum

2023 - Present | Tel Aviv

- Led branding and marketing design processes for enterprise and consumer-facing clients, directly supporting brand launches, expansion initiatives, and long-term visual consistency across multiple touchpoints.
- Designed comprehensive marketing assets including brand booklets, invitations, social media content, and executive-level marketing presentations used for strategic alignment and launch communication.
- Played a key role in the branding process for a new BIG Fashion complex (opening 2028) as part of Basman / Tenenbaum Studio, shaping a cohesive visual language aligned with long-term positioning and launch strategy.
- Collaborated closely with marketing teams, senior management, and C-level stakeholders, translating strategic objectives into clear, scalable brand systems.
- Ensured consistent brand execution across print, digital, and presentation materials within complex, multi-stakeholder enterprise environments.

Graphics Designer

Studio Luka

2022 - 2023 | Tel Aviv

- Supported branding, marketing, and visual communication projects for a variety of clients.
- Designed digital and print assets while developing a strong foundation in production workflows and brand consistency.

## EDUCATION

B.A visual communication

Shenkar College of Engineering Design and Arts.

2019 - 2023

## ACHIEVEMENTS

- Supported branding processes for large-scale retail and enterprise clients across digital and physical touchpoints
- Delivered brand systems used in long-term marketing and launch planning
- Contributed to consistent brand execution across multi-stakeholder environments

## SKILLS

Graphic Design Adobe Creative Suite

Photoshop Illustrator InDesign After Effects

p5js figma Touchdesigner Print Production

Project Planning Brand Development Web Design

## 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