

# HADAR SASSON

BRAND & MARKETING DESIGNER - MOTION GRAPHIC DESIGNER

## CONTACT

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## SOFTWARES

Photoshop  
Illustrator  
InDesign  
XD  
Animate  
Premiere Rush  
After Effects  
Sketch  
Figma  
Webflow

## SKILLS

Branding  
Interaction design  
Wireframing  
Prototyping  
User Research  
illustration  
Animation

## LANGUAGES

Hebrew - Mother-tongue  
English - Fluent

## COURSES

User Experience Course  
at Tel Aviv University  
Developed and practiced  
UX skills, with a focus in  
research, info architecture,  
and interaction design

## PROFILE

Experienced brand designer and strategic partner with a strong background in motion graphics and visual communications. Background in fast paced global start ups and fast paced environment, building its brand identity and vmanaging the visual languages.

I am passionate about creative strategy, data and insight driven design. Design has a great influence on the way we experience life and I enjoy bringing it to life.

## EXPERIENCE

October 2022 – Current

### Marketing & Brand Designer at Walnut.

- Produce a variety of marketing collateral including high-quality visuals, displays including landing pages, static ads, emails, graphics, motion design, and web design (excluding interaction design) that align with Walnut's brand aesthetics and product lines.
- Develop and update brand identity, standards, and brand management tools as needed.
- Adapt, switch gears, prioritize, and meet deadlines in dynamic and fast paced environment.
- Innovate continually within a design team to build new or updated marketing campaigns that engage our customers and/or potential candidates
- Collaborate with other teams and departments like developers, video editors, product team, as well as other stakeholders to gather information to support their goals.

January 2017 – October 2022

### Senior Brand & Web Designer at Evolve Media.

- Worked with a creative team to execute projects ranging from advertising layouts (magazine, newspaper etc.) Landing Pages, Websites, mailers, catalogs, packaging, event collateral, cross-functional collateral (marketing, events, retail etc.) and other projects, as needed.
- Design, concept & execute - presentation visuals,UX\UI, mood/storyboarding comps, and other creative materials as directed.
- Managed print process from concept to design releasing for print.
- Actively communicated with cross-functional partners to understand the strategy and deliverables, and articulate creative thinking behind the design decisions
- Possess strong capability to consider a range of applications and audiences for each project.
- Developed good working relationships with internal customers.
- Collaborated with developers on an ongoing basis.

October 2015 – January 2017

### UX/UI Designer at Kibo.

Design for digital formats, design of UX/UI for applications, websites, landing pages and marketing presentations.

January 2015 – October 2015

### Web/mobile Designer at Moblin.

Design for digital formats, design of UX/UI for applications, websites, landing pages and marketing presentations.

August 2012 – January 2015

### Designer at Gitam BBDO.

Design for digital media formats, dynamic and Motion graphics, design of banners, landing pages and marketing presentations.

January 2012 – August 2012

### Web Designer at ad-klixa.

Studio for interactive advertising. Design of banners, landing pages, Motion graphics and websites.

## EDUCATION

September 2007 – August 2011

Graduated at College for Design and Art at "Machon Avani", Tel Aviv, at the department of interactive communication. Design engineering certificate, together with B.A in Humanities and Social Sciences at Open University.