

Ben Shlomo Gida

Graphic Designer

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Summary

Graphic and Visual Designer with a Bachelor's degree in Visual Communication from Shenkar College, experienced in developing creative solutions for digital and print media, with a focus on branding and marketing. Specializes in typography with advanced proficiency in Adobe Creative Suite and AI tools. Consistently delivers high-quality work tailored to client objectives, meeting deadlines and adhering to budget constraints.

Work Experience

Freelance Designer

2024 - Present

- Designed and developed creative solutions and design for a variety of clients and projects, including marketing, branding and strategy.
- Collaborated closely with clients, to deliver customized solutions, fostering effective communication and ensuring on-time project completion.
- Applied creative and marketing thinking to develop targeted social media campaigns and copywriting, increasing customer visibility.

Teaching Assistant

2024

Shenkar College, Ramat Gan, Israel

- Guided 20 third-year students in the Experimental Typographic course, supporting their project development from concept to final presentation.
- Provided structured feedback to strengthen students, concept development and design thinking skills, preparing them for their fourth-year final projects.

Brand & Marketing Designer

2022 - 2024

Craft Concepts Agency, Tel-Aviv, Israel

- Led end-to-end development of brand identity projects and design guidelines, aligning them with strategic objective.
- Created cohesive marketing materials for digital and print platforms, ensuring consistent brand messaging across all channels.
- Managed social media campaigns and supervised print production, delivering high-quality results on time and within brand standards.

Education

Bachelor of Design in Visual Communication

2018 - 2022

Shenkar College of Engineering and Design

Graduated with Honors.

Skills

Technical Skills IN USE

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Adobe XD / Figma

Font Design: Glyphs 3

AI and Generative Design Tools

ChatGPT, Gemini, Firefly
Midjourney, Krea, Sora

Web Design and Development

Webflow, Wix Studio, HTML, CSS

Professional Skills

- Visual Communication
- Typography - Expert
- Layout and Grid Design
- Branding and Identity
- Brand Strategy
- Marketing and Advertising
- Social Media Marketing
- Video Editing & Motion Graphics
- Print Design and Production
- Digital Product Design

Personal Skills

- Communication
- Time Management
- Project Management
- Teamwork
- Attention to Detail
- Creativity
- Problem Solving
- Adaptability
- Flexibility

Languages

Hebrew

Native

English

Fluent