

Aviv Cohen

Visual Designer

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I'm a Visual Designer with 7 years of experience in brand and marketing design across diverse channels. I focus on creating impactful, aesthetically appealing design while bringing fresh, creative problem-solving perspectives to every project. I value clear communication and strongly believe in a positive, creative, and collaborative working environment.

Professional Experience

Creative Graphic Designer @ NextSilicon | 2025 - Present

Lead creative design work for a deep-tech semiconductor company, supporting branding, marketing, and internal communications. Develop visual assets across digital and print, including presentations, marketing materials, and light motion graphics. Collaborate closely with marketing, HR, and cross-functional teams to translate complex technical concepts into clear, visually engaging design.

Marketing Designer @ Team8 | 2023 - 2025

Led and directed design processes and branding projects across Team8, a venture studio group in Israel. Provided ongoing design guidance to marketing directors, supporting the conceptualization and execution of creative initiatives. Maintained and unified Team8's brand identity across multiple domains and business units. Created impactful core assets for local and global events across print and digital, contributing to increased brand visibility and recognition. Collaborated closely with key stakeholders to enhance visual storytelling and design concepts. Supported early-stage portfolio companies with brand and marketing design.

Marketing & Web Designer @ EcoCity | 2021 - 2023

Managed and maintained the company's brand and all advertising and marketing assets across print and digital. Led the redesign of the company website while working closely with marketing, sales, and professional teams. Supported architects and interior designers with technical drawings and visual materials. Provided graphic design services across departments to ensure cohesive visual communication. Handled multiple projects simultaneously, consistently meeting tight deadlines and achieving set goals.

Graphic Designer @ Freelance | 2019 - 2021

Created graphic design assets across print, web, and social media. Worked directly with small businesses, primarily in the culinary field, including restaurants, delis, butcher shops, and grocery stores. Developed brand-aligned collateral and visual materials to support marketing needs and create visually appealing, consistent designs.

Education

Netcraft academy

UX/UI Course
2020-2021

Shenkar College of Engineering & Design

B.des Interior, Building & Environment design
2017-2021

Computer Skills

- Figma
- Photoshop
- Illustrator
- Indesign
- After Effects
- Wix Studio
- Wordpress
- Microsoft Office

Languages

Hebrew: Native
English: Professional

Military Service

2009-2011: Squad leader, 'Magal' Combat Backup Array- professional training unit of the IDF