

CHEN HERSHKOVIZ

Marketing & Visual Designer

Creative and detail-oriented Marketing & Visual Designer with a strong passion for branding and digital design. Fast learner, constantly expanding my skill set through self-study, mastering new design tools and technologies independently.

EXPERIENCE

2022 – 2025

Graphic Designer - [Moments Studio](#)

- Designed marketing assets across digital and print, leading full-cycle projects for internal and external clients while ensuring cohesive brand identity across all platforms
- Created a new visual language and presentation template for IAI, adopted as the standard across the company. Personally redesigned key decks to align with the new brand, setting a unified tone for all future presentations.
- Contributed to international marketing campaigns and sales efforts, helping drive engagement and multi-million dollar revenue
- Worked with marketing teams to visualize complex operational scenarios in a game-inspired style, using AI-powered Photoshop and Unreal Engine to create immersive visual simulations

EDUCATION

2020 - 2021

Graphic Design and UI/UX, 6b Studio

- Developed branding and marketing assets for an AI startup, creating a cohesive visual identity and digital materials.
- Designed an animated ad campaign comparing European and local supermarket pricing using motion graphics and humor.

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 [Linkedin](#)

SKILLS

- Marketing design
- Branding
- UX & UI design
- Project management & multitasking
- Creative problem solving
- Workflow optimization (templates & assets)
- Strong client communication & collaboration
- Web & responsive design with attention to accessibility and performance

SOFTWARES

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Adobe After Effects & Premiere Pro (Motion Graphics & Video Editing)
- Figma
- Unreal Engine (for simulations)
- WordPress & Elementor
- Microsoft Office
- AI Design Tools (Adobe Firefly, Kling AI, Midjourney,

LANGUAGES

Hebrew - native

English - fluent