

YUVAL RAZ

CREATIVE MANAGER, GRAPHIC DESIGNER

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EXPERIENCE

REIGNN

Creative Manager | 2022—2023

- Created video assets and visuals for marketing campaigns on Facebook, Instagram, and TikTok.
- Led conceptualization and design processes, focusing on video content and collaborating with stakeholders to refine campaigns.
- Utilized AI-generated tools like Invideo, DALL·E 3, etc., to enhance creativity and optimize campaign performance.
- Proficient in video, Adobe Creative Suite, and Figma.
- Conducted market research and competitor analysis in publishing, search advertising, and mobile app niches and subsequently designed a website based on findings.
- Proactively engaged with diverse perspectives, steering design initiatives from start to finish in a dynamic environment.

BRAINNU Creative House

Creative Manager | 2022—2022

- Developed social media strategies for renowned brands such as 7Eleven, Keshet Te'amim, Max-Credit Company, eToro, Bituach Yashir, Wolt, Palo Alto, and more, independently creating visual language.
- Executed monthly content creation, design decisions, and professional photography sessions, consistently meeting tight deadlines while maintaining high-quality standards.
- Successfully launched new brands in the Israeli market, elevating visibility and resonance among the target audience, and organized physical launches, ensuring seamless coordination of various stakeholders and event logistics.
- Created compelling investor presentations to showcase brand value and attract investments.
- Collaborated with influencers to amplify brand reach and engagement.

MODERN TALKING Advertising Agency

Graphic Designer | 2021—2022

- Designed graphics for advertisements, including billboards, social media posts, video editing, animations, and packaging designs.
- Developed visual concepts and worked with prominent clients such as Tempo (Perrier, San Pellegrino), Keff (Sano), Chef Haim Cohen, and others.

PERFORM Digital Marketing

Graphic Designer | 2021—2021

- Designed graphics for advertisements, including billboards, social media posts, video editing, animations, and packaging designs for leading companies such as Sigma Talents (Dov Navon, Reshef Levi, Miki Geva), Improve, 6B studio, Shenkar, and more.

GORILOT Branding Studio

Graphic Designer, Illustrator | 2020—2021

- Created illustrations for campaigns, developed branding strategies for businesses, executed digital campaigns, and handled copywriting. Collaborated with clients such as Super-Pharm and The Association of Rape Crisis Centers in Israel.

AMAZON

Fashion Specialist | 2017—2018

- Part of the Echo Look development team at Amazon.
- Evaluated large quantities of data and provided Amazon Prime members with feedback regarding their inquiries.
- Provided marketing and UEX feedback in order to implement new tools successfully.

ABOUT ME

As a Creative Manager and graphic designer, I leverage extensive experience in design, illustration, and creative concept development. Collaborating with over 30 leading brands and diverse clients, I possess a profound grasp of effective visual communication and strategic thinking. Driven by a passion for creativity, I continuously explore new ideas and push the boundaries of innovation in every project I undertake.

EDUCATION

Bezalel Academy of Arts and Design

Bachelor of Arts in Visual Communication

Shenkar College of Engineering and Design

Fashion Styling and Production Course.

Thelma Yellin School of the Arts

Visual Art Department

ACHIEVEMENTS

Created "Parents Vs. AI" a book now housed in the **National Library of Israel**

Received the **Innovation Award from the Israel Innovation Association** alongside the team at BRAINNU Creative House for the successful launch of 7Eleven in Israel.

Interviewed for the book "Parents Vs. AI" on the following platforms:

- **Reshet 13**
- **Galei Tzahal**
- **LAISHA magazine**
- **MAKO magazine**

Interviewed about my comics in **GLOBES magazine** (pg. 10)

Presented at the group exhibition "**#MeToo.NowWhat?**."

Featured in **FASHION FORWARD magazine** for fashion productions: "**The Patches Are Back**" and "**The Retro Revival.**"