Sapir Kabudy

I am a graphic designer with 4+ years of experience, specializing in digital products, marketing and web design. I have successfully led complex projects from concept to delivery, collaborating with cross-functional teams, including marketing, product, and developers departments, to deliver design solutions that resonate with audiences and achieve business objectives. I'm passionate about storytelling through design and thrive on transforming creative ideas into tangible, impactful products.

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Skills & Tools

- Branding & Digital Campaigns • UX/UI Design & Responsive Design • Visual Storytelling • Prototyping & Wireframing
- Print & Digital Production • Adobe Suite (Photoshop, Illustrator, Indesign, Premiere, XD, After Effects) • Figma
- Microsoft Office

Work Experience

"2Brand" - Design and branding studio | 2021-2024
Graphic Designer

- Led end-to-end design processes, from initial brainstorming through final production, for digital and physical campaigns. Collaborated with marketing teams to set clear project goals, align visual strategies with business objectives, and ensure brand consistency.
- Developed and executed creative solutions by breaking down marketing briefs into actionable design concepts. Presented ideas through prototypes and mood boards to communicate the visual direction.
  Key Achievement: Directed a digital marketing campaign for a product launch and driving a increase in online engagement.
- Ensured brand consistency across diverse digital and print channels, creating cohesive visuals for newsletters, banners, pop ups, and print assets like brochures and posters
  Key Achievement: Integrated modern branding language into promotional materials, improving client engagement and perception.

"Lin" - Wix Website for Business Owners | 2020-2021
Web designer

- Designed and launched tailored Wix websites for small business clients, including promotional, e-commerce, and landing pages, ensuring usability and aesthetics.
- Worked closely with clients to refine designs, ensuring the final websites matched their brand and marketing needs. Applied SEO techniques and created mobile-friendly designs for optimal performance across all devices.

Education

Mentor College | 2020-2021 - After Effects
Mentor College | 2018-2020 - Graphic and Interactive Design | UX UI

- Graduated with honors

Hebrew - Native | English - Fluent