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RONI ZADA

GRAPHIC DESIGNER AND ILLUSTRATOR WITH 3+ YEARS OF EXPERIENCE IN BRANDING, WEB DESIGN, AND UI/UX. EXPERT IN CREATING UNIQUE VISUAL IDENTITIES AND STORYTELLING THROUGH DESIGN.

EXPERIENCE

MARKETING DESIGNER

VANCOUVER, BC | 2025 – PRESENT

- Designed multi-channel assets for major marketing campaigns in the automotive and fintech sectors.
- Produced booth graphics and event collateral for high-profile industry conferences.
- Created 3D assets and iconography to support product and marketing initiatives.
- Designed eBook layouts and other visual materials for content marketing.
- Edited short-form videos for social media platforms.
- Ensured brand consistency while collaborating with marketing, product, and design teams.

FREELANCE GRAPHIC DESIGNER

VANCOUVER, BC | 2024 – PRESENT

- Redesigned the company website using Figma, improving user experience and visual design.
- Created graphic assets to enhance the platform's branding and ensure alignment with the company's values and goals.

GRAPHIC DESIGNER & BRAND DESIGNER

HAIFA CINEMATHEQUE & HAIFA FILM FESTIVAL
HAIFA, ISRAEL | 2022 – 2024

- Lead graphic designer at Haifa Cinematheque, a non-profit focused on accessible cinema and culture.
- Developed a new visual identity to attract a younger audience (ages 15-30), resulting in a 15% increase in membership purchases among young adults within a year.
- Designed print and digital materials aligned with the updated brand.
- Managed social media presence, boosting online engagement and visibility, and increasing followers by 20%.
- Edited videos for promotional and event content, ensuring cohesive branding.

EDUCATION

BACHELOR'S DEGREE IN VISUAL COMMUNICATION & EDUCATION

NB HAIFA SCHOOL OF DESIGN / 2019-2023

- Specialized in UI/UX design
- Developed skills in branding, illustration, and digital design

SKILLS

- ADOBE CREATIVE SUITE
- BRANDING
- UI/UX DESIGN (FIGMA)
- WEB DESIGN (WORDPRESS, WIX)
- MOTION GRAPHIC
- 2D & 3D ILLUSTRATION
- BASIC KNOWLEDGE OF HTML & CSS
- TYPOGRAPHY
- AI TOOLS
- TIME MANAGEMENT
- QUICK LEARNER
- DETAIL-ORIENTED
- TEAM PLAYER
- WORK UNDER PRESSURE