Contact

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🌐 Israel, Hadera

📱 +972-546320646

🎂 May 3th, 1997

Portfolio

michalyoffe.com

Education

• **(B.Ed.) Visual Communication**

2019-2023

The NB Haifa School of Design.

• **High School Diploma**

2003-2015

Amal for sciences and arts, Hadera
Art 5 pt, Arabic 5 pt.

Military Service

2015-2017

Intelligence analyst in the Navy,
full service period.

Skills

- Photoshop
- Illustrator
- Indesign
- After Effects
- Premiere
- Figma
- XD
- Elementor
- Canva
- Microsoft office

Languages

- Hebrew
- English

Michal Yoffe
Graphic Designer

Graphic Designer with more than 4 years of experience in creative advertising design.
Proficient in Adobe Creative Suite, Microsoft Office Suite, and web design applications.
Highly motivated, creative, strong interpersonal communication, able and willing to learn and develop.

Expirience

ALUMLIGHT - by Inrom | Sponsor Maccabi Haifa FC

Graphic Designer • 2024 -

- ATL+BTL - Design and creation for digital publications: Social (TikTok, Instagram, Facebook, WhatsApp), newsletters, TV commercials, company website & presentations.
- Print Design - signs, business cards, brochures, catalogs, notebooks and branding accessories.
- Photography and editing video and stills of various materials, customized to the company's needs.
- Participation in major productions - conferences, shoots, production days with the company's presenters and Maccabi Haifa FC sponsors.
- Collaboration with various external vendors - digital agency, scriptwriters, directors, producers, printers.

JOHN BRYCE - by Matrix company

Graphic Designer | UXUI • 2023 - 2024

- ATL+BTL - Design and creative for digital publications (banners/social/newsletters and more).
- Design for print - caps, rollups, flyers and other related branding products as needed.
- Design and user experience with corporate websites (UXUI).
- Participation in photography days, editing and designing the materials, Video and stills.
- Direct and close coordination with the marketing team.

Ymedia - Advertising company

Graphic Designer • 2020 - 2023

- Creative, Design, graphics and copywriting in advertising for social network medias.
- Campaign management using central marketing and advertising systems (Google, Tabula, Outbrain, Facebook).
- Direct communication and interaction with customers.