

LiAT RUBiNSZTAiN

Graphic Designer | Marketing & Brand Design

Tel Aviv, Israel

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[Portfolio](#) | [LinkedIn](#)

ABOUT

Graphic Designer with a strong foundation in branding, marketing design and visual communication.

Experienced working in fast-paced tech environments and collaborating with cross-functional teams.

Brings a strong visual eye, hands-on illustration skills and a high level of adaptability and ownership.

Motivated to grow within a creative or marketing team and contribute to clear, consistent and engaging visual assets.

SKILLS

Design & Tools:

Adobe Illustrator, Photoshop, InDesign, Fresco | Figma

Design Areas:

Branding, Marketing Design, Visual Identity, Social Media Assets, Presentations

Illustration & Art:

Digital illustration, drawing, color theory, composition

Languages:

Hebrew (native), Spanish (native), English (fluent)

EDUCATION

Studio 6B – Graphic & UX/UI Design | 2023–2024

Ben Gurion University – B.A in Art History & Geography | 2012

DESIGN EXPERIENCE

Junior Graphic Designer | Independent Projects | 2023–Present

- Designed branding and marketing assets for small independent projects.
- Created digital illustrations as part of visual concepts and branding work.
- Worked from brief to execution, including feedback rounds and refinements.
- Developed hands-on experience in visual communication, layout, and brand consistency.
- Used AI-assisted tools to support ideation, visual exploration and concept development.

PROFESSIONAL EXPERIENCE

Office Manager | Rakuten Viber | 2022–2025

- Supported the marketing team with small-scale design and print projects.
- Created visual materials for internal events and HR initiatives, including signage and office visuals.
- Coordinated between HR and marketing teams on internal projects.
- Worked in a global, fast-paced tech environment requiring strong communication and multitasking.

Employee Experience & Office Manager | Liquidity Group | 2019–2022

- Built office operations and infrastructure from scratch in a rapidly scaling startup (from 10 to 130 employees).
- Managed multiple projects simultaneously while adapting to constant organizational growth and change.
- Worked closely with leadership and cross-functional teams in a high-pressure environment.

Flight Attendant | EL AL Airlines | 2013–2018

- Developed strong communication, teamwork and problem-solving skills in dynamic, high-pressure situations.
- Demonstrated responsibility, adaptability and attention to detail.

ADDITIONAL CREATIVE PRACTICE

- Personal illustration and painting projects, including custom-painted surfboards.
- Strong hands-on understanding of color, composition and visual storytelling.
- Uses illustration as a creative tool to support branding and visual design work.