

ALEXA ZORKIN

Brand & Graphic Designer

Haifa, Israel · Israeli citizen · Available for full-time work
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Portfolio — alexazorkin.netlify.app

SUMMARY

Brand and graphic designer with 4+ years of experience working with Israeli and international clients. Creates brand identities, packaging, and digital and print materials, maintaining a consistent visual identity across touchpoints. Independently manages projects from clarifying client needs and developing concepts to delivering final files. Works across multiple languages and actively uses AI tools for ideation, visual content creation, and website projects.

EXPERIENCE

Freelance | Brand & Graphic Design

Jan 2022 – Present

90% Job Success on Upwork

- **Brand identity & guidelines:** developed logos and visual systems, selected typography and color palettes, and created brand books and guidelines for consistent application.
- **Packaging & labels:** designed packaging and product labels aligned with brand identities and prepared artwork to meet production requirements.
- **Digital & advertising materials:** developed advertising concepts and visuals for social media, email newsletters, and announcements; delivered 150+ banner adaptations for Google Ads, social media, and retail partners.
- **Print design & production:** designed advertising for a magazine with a circulation of 20,000 copies, flyers, menus, signage, and storefront graphics (~46 m²). Prepared print-ready files and coordinated with printers and suppliers.
- **Brand support:** maintained visual consistency across digital and print materials; created Figma banner templates for ongoing client use.
- **Websites & landing pages:** designed and built business websites on Tilda and adapted existing landing pages for additional languages.
- **AI & image editing:** created AI-generated visuals and refined them in Photoshop, including an AI-generated fashion model and professional retouching for magazine advertising.
- **Project management:** independently clarified client goals, presented concepts, incorporated feedback, and delivered final assets. Managed multiple projects simultaneously, coordinating priorities and deadlines.

Graphic & Marketing Design · Fitolon

Jun 2021 – Nov 2022, followed by freelance collaboration

- Designed an online store, product listing graphics, and infographics for marketplaces in Russia.
- Created simple animated product infographics, shot product photos and videos, and edited and retouched images.

Project details, client work, and my role in each project are available in my portfolio.

SKILLS, EDUCATION & LANGUAGES

Design: proficient in Figma and Adobe Creative Cloud — Photoshop, Illustrator, InDesign; composition, typography, visual hierarchy, and color.

Digital: advertising creatives, social media and email visuals, format adaptation, Tilda.

Production: prepress, file preparation to printer specifications, Hebrew right-to-left (RTL) layouts.

AI & photo: visual content generation and refinement, Photoshop, Lightroom.

Video: After Effects, Premiere Pro, CapCut — basic editing and motion graphics, subtitles, transitions, simple effects, LUT application, and audio editing.

Education: Bachelor's degree in Management, specialization in Production Management, Saint Petersburg State Institute of Technology, 2016–2020.

Languages: Hebrew — Very good · English — Very good · Russian — Native.