

ALEXA ZORKIN

Marketing & Graphic Designer

Haifa, Israel · Israeli citizen · Available for full-time work
+972 53 926 9038 · alexa.zorkin.design@gmail.com · alexazorkin.netlify.app

SUMMARY

Marketing and graphic designer with 4+ years of experience creating digital and print marketing materials for Israeli and international clients. Independently manages projects from clarifying client needs and developing concepts to delivering final assets. Works across languages and actively uses AI tools for idea development, visual content creation and website projects.

EXPERIENCE

Freelance | Graphic & Marketing Design

Jan 2022 – Present

90% Job Success on Upwork

- Managed design projects independently, from clarifying client goals and presenting concepts to incorporating feedback and delivering final digital or print-ready assets. Handled concurrent projects, coordinating priorities, revisions and deadlines.
- **Digital advertising:** campaign concepts and 150+ banner adaptations for Google Ads, social media and retail partners, including AI-generated visuals.
- **Marketing materials:** visual assets for email newsletters, announcements, flyers and greeting cards.
- **Magazine advertising:** concept development, AI-generated fashion imagery, Photoshop retouching and print-ready ad design.
- **Web:** business websites on Tilda and language adaptation of existing landing pages.
- **Print & production:** labels, storefront graphics (~46 m²), signage and promotional materials; prepress and coordination with printers.
- **Brand support:** consistent campaign visuals and reusable Figma banner templates for clients.
- Developed cohesive brand identities, from logos and visual systems to brand guidelines, and translated them into packaging and product label design.

Graphic & Marketing Design · Fitolon

Jun 2021 – Nov 2022, followed by freelance collaboration

- Designed an online store and created product listing graphics and infographics for marketplaces in Russia.
- Created simple animated product infographics, shot product videos and photographs, and retouched product imagery.

Explore my online portfolio for project details, client work and my role in each project.

SKILLS, EDUCATION & LANGUAGES

Design: Photoshop, Illustrator, InDesign, Figma, Tilda

AI: practical experience with AI tools

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

Photo: Lightroom, Photoshop

Production: prepress, Hebrew right-to-left (RTL) layouts

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

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