

Hello. I'm Yaniv Ashwal



Art Director



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Portfolio
www.YaCreative.ussl.co.il

Education

2021 **UX / UI Design**
Mentor College

Profile

I am an art director with a continuous desire to learn. I've led high-profile campaigns for top brands, blending artistic vision with strategic execution. My adaptability and collaborative spirit make me a standout leader in art direction.

Personal

D.O.B : 26th Oct 1998
Adress : Central Israel. Givatayim

Skills

Photoshop	After effects
Illustrator	Wordpress
Indesign	Elementor
Premiere pro	Creation in AI

Experience

Mar 2022 - Present
Senior Art Director
Adler Chomski & Warshavsky



Led campaigns for clients like Discount, Strauss, Yes, and Telephone. Managed digital, offline, online, BTL, and outdoor advertising. Demonstrated strategic thinking and creativity to deliver impactful visual content. Excelled in team collaboration and client presentations, securing project approvals.

May 2020 - Jun 2021
Graphic Designer
Genesis Digital Media



Led design projects from concept to delivery. Worked closely with clients to understand needs and deliver effective solutions. Designed promotional materials, including brochures, flyers, and banners. Contributed to the development of interactive digital content, ensuring high-quality output.

Sep 2017 - May 2020
Graphic Designer
Israeli air force. Education and PR branch



I served as a graphic designer in the Israeli Air Force, handling branding and visibility of graphic products. I created visual content, designed official documents and promotional materials, and utilized my design and photography skills to enhance communications.

Social Media



Yaniv Ashwal



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Language

HEBREW

ENGLISH

SPANISH