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**Passionate creative Art director & graphic designer** that loves digging deep into the brand DNA and creating concept-based design language and marketing collaterals.

**Experienced marketing professional turned designer** - obsessed about the business goals, the target audience and building a common language between them.

**Team player (with both humans and animals)** - super communicator, curious and love to constantly learn and evolve personally and as a group.

**Autodidact and doer** - challenges get me going, and I love climbing new peaks and acquiring new skills and abilities.

### High level skills

Adobe suite - photoshop, Illustrator, InDesign.

Motion Design - After effects and Cinema4d.

Languages - Hebrew (Native), English (Fluent, speaking and writing)

### Professional experience

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#### **Creative Graphic designer / Norbert, Branding and design agency** **2023-Today**

- Play a key role in crafting visually compelling materials, consistently exceeding clients' expectations and contributing to the agency's reputation for delivering tailored and impactful graphic design solutions.
- Spearheaded the renewal of the **Israeli Premier Football League's** visual identity for the 2023/4 season, introducing a modern and captivating design language among the brand's social media channels.
- Craft unique designs for **Coca-Cola, Cinema Peer, JD Jobjoba, Migdal Insurance**, and many others, skillfully balancing creativity with meticulous adherence to each client's brand book and guidelines
- Create all around graphic design - online and offline prints, banners, social media design, motion design, illustrations and pretty much any other marketing collaterals out there.

#### **Art director and Creative designer / Diboora Media, Ads agency** **2021-2023**

- Worked on ongoing projects in the agency through brainstorming, conceptualizing and development of ads across channels, with high volume deadlines while being highly creative, detail-oriented and organized.
- Led the artistic vision and direction as the lead for Rapyd - The Moment, overseeing extensive campaigns and events across international destinations, including Germany, Portugal, and Croatia. Playing a central role in the entire project lifecycle.
- Produced original graphic design and work by brand's specifications for various companies such as: **Pizza dominos, SodaStream, Gad Dairy, Merba** and many more.

#### **Surviving cancer / Personal digital project** **2017-2020**

- Generated creative content such as personal columns and a video blog featured and shared on Israel's leading Social pages and channels: **Walla, Reshet 13, Ynet and more**.
- Managed an Instagram page focused on fighting cancer, titled "Breaking Bad-ass Lymphoma"
- Collaborated with the non-profit organization "Halas-sartan חלאסרטן".

#### **Marketing manager / YOH.CO.IL, Army gear and camping equipment eCommece website** **2017-2018**

- Owned digital marketing strategy efforts among multiple channels including Facebook, Instagram, Google AdWords and SEO. **Managed a 250K NIS yearly marketing budget**.
- Managed, analyzed and optimized social media campaigns based on ROI, leading to **growth of 400% in average income, 55% in purchase conversion and 22% increase in average sale price while doubling website's traffic**.

### Education

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#### **Art direction & copywriting studies, graduated with distinction**

Acc Tirza Grannot, Creative and advertising college

#### **Digital marketing management (Fb PPC, Google Ads and Analytics)**

Activi-tec College

#### **Business administration, Marketing and Digital advertising**

Colman, The college of management Academic studies