

Doron Artsi

I'm a visual communication designer and illustrator from Tel Aviv. A HIT graduate with honors (B.Des 2024), I approach design with curiosity and intention, combining research, empathy, and storytelling to create meaningful visual experiences.

EXPERIENCE

BRAND DESIGNER | *Studio Anzelevich* [2023-NOW]

Branding, concept development, and visual design. collaborating with a wide range of clients, from startups to cultural institutions, delivering tailored visual identities that combine strategy, storytelling, and aesthetic impact.

"OPEN FOR GOOD" | *Studio Open* [2023]

Summer design program for selected students, developing fast-paced, community-impact projects

BRAND DESIGNER | *Studio Avishai Lapid* [2022]

Collaborated with Avishai Lapid Studio on branding, editorial design, and creative strategy projects.

EDUCATION

BACHELOR'S DEGREE, VISUAL COMMUNICATION | *HIT* [2020-2024]

President's list for fourth year. Dean's List for second and third years.

STUDENT EXCHANGE PROGRAM | *Lisbon* [2023]

Faculdade de Belas Artes, University of Lisbon (Portugal)

"FUTURE HIT" PROGRAM | *HIT* [2022]

Collaborated with external partners through the institute's accelerator, offering design support under professional mentorship.

VOLUNTEER & SERVICE

MILITARY SERVICE | *IDF* [2016-2018]

Psychotechnical Diagnostician — conducted cognitive and behavioral evaluations with precision and empathy.

VOLUNTEER YEAR | *Maccabi Tzair Youth Movement* [2014-2015]

Supporting underprivileged communities, youth, and the elderly

SKILLS

BRAND IDENTITY • ILLUSTRATION • VISUAL STORYTELLING • WEB DESIGN
CONCEPT DEVELOPMENT • CREATIVE STRATEGY • UX UI DESIGN
PRINT & EDITORIAL DESIGN • RESEARCH-BASED DESIGN • AI-ASSISTED DESIGN

DESIGN TOOLS

FIGMA • ILLUSTRATOR • PHOTOSHOP • INDESIGN • AFTER EFFECTS • PROCREATE
• PREMIERE PRO • LIGHTROOM • XD

LANGUAGES

HEBREW *Native* • ENGLISH *Excellent*