



CELESTE GEIGNER

UX UI Designer

CONTACT

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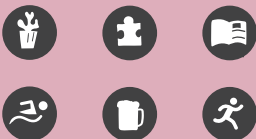
LANGUAGE

- | | |
|------------|-----------|
| HEBREW | ● ● ● ● ● |
| SPANISH | ● ● ● ● ● |
| PORTUGUESE | ● ● ● ● ● |
| ENGLISH | ● ● ● ● ● |

SKILLS

- | | |
|----------------|-----------|
| PHOTOSHOP | ● ● ● ● ● |
| ILLUSTRATOR | ● ● ● ● ● |
| PREMIERE | ● ● ● ● ● |
| AFTER EFFECTS | ● ● ● ● ● |
| ELEMENTOR | ● ● ● ● ● |
| SOCIAL NETWORK | ● ● ● ● ● |
| FIGMA | ● ● ● ● ● |
| ADOBE XD | ● ● ● ● ● |

HOBBIES



ABOUT ME

I am a passionate design professional with a strong background in graphic design and project management. I excel at guiding complex projects from inception to completion, ensuring alignment with client goals. Fluent in multiple languages, I can effectively communicate with stakeholders across different countries. My experience spans various industries, allowing me to create unique concepts that enhance brand visibility. I thrive on open communication and embrace new challenges to continuously expand my skills.



EDUCATION

- > BREASTFEEDING COUNSELING COURSE - "HALAV EM" 2023
- > AVNI INSTITUTE OF ART & DESIGN 2013 - 2017
Holds a Practical Engineer Certificate in Graphic Design. A graduate of the Avni Institute of Art & Design in Tel Aviv. Specializes in application design, websites, and user experience (UX-UI).
- > OPEN UNIVERSITY 2013 -2017
Bachelor of Arts (A.B) in Humanities – Completed, Open University.
- > GEON HAYARDEN SCHOOL 2005 - 2008
Fully completed the Bagruyot, Geon Hayarden High School, Kfar Ruppin.



EXPERIENCE

- > DELTA GALIL 2023- 2024
Position: Graphic Designer and Design Manager for Brand Development at "Fix," "Victoria's Secret", and Other Associated Brands
Key Achievements:
 - Led projects and collaborated with cross-functional teams.FIX Brand:
 - Developed unique marketing campaign concepts.
 - Created design gantt chart for future campaigns.
 - Designed outdoor advertising and social media content.
 - Participated in photoshoots for new concepts.
 - Managed product packaging design and printing.Victoria's Secret:
 - Led marketing materials for the launch of the first store in Israel.
 - Designed all store signage (roll-ups, posters, etc.).
 - Developed the Hebrew website in collaboration with U.S. product managers.
 - Customized online materials for the Israeli audience.
 - Created marketing videos for Instagram and TikTok.
- > NETO FINANCE 2022 - 2023
Head of Design and Marketing
 - Led the development of the company website, landing pages, mini-site, and app.
 - Managed teams in Israel and abroad throughout the project lifecycle.
 - Directed concentrated photo shoots, including editing and creating promotional videos.
- > LIME DIGITAL 2020 - 2018
Head of Design and Marketing
 - Managed the graphic design department at the agency.
 - Collaborated with company clients to create social media ads, apps, and websites, providing ongoing support throughout projects while addressing clients' needs and sensitivities.
 - Developed unique concepts tailored to each client.
 - Worked with large organizations, including industrial companies, political parties,
- > ALPHA GROUP 2018 - 2017
 - UV Accessory, Alpha TS Marketing.
 - Designing advertisements, banners, campaigns, and building product catalogues of the group's various subsidiaries.
 - Product branding for the company's customers in Israel and Europe. Characterization meetings, logo designs, name selection, concepts and new packaging designs.
 - Designing the packaging of the company's products and forwarding them to print in Israel and China.
 - Design of the company's exhibition booths abroad.



VOLUNTEER EXPERIENCE

- LATET ORGANIZATION 2013- 2015
Holocaust Survivors Department
 - Coordinated a food project for Holocaust survivors.
 - Reached out to elderly survivors to ensure they received aid packages and payments due from the organization.
 - Addressed and resolved issues with organizational stakeholders as needed.
- FIDF ORGANIZATION 2015- 2017
 - Contributed graphic design skills by creating promotional materials for conferences, fundraising campaigns, and special events.



MILITARY SERVICE

IDF - ISUF KRAVI BRIGADE