

EINAT OMER

Brand & Visual Designer

Modi'in, Israel

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[LinkedIn](#) • [Portfolio](#)

Professional Summary

Brand and visual designer with a B.Des. in Visual Communication, specializing in branding, UX/UI, and AI. By translating cognitive psychology into design, I build systems — visual, interactive, and computational — that read as deliberate from the first frame. Adept at integrating generative AI workflows to accelerate production while keeping human behavior and rigorous visual storytelling at the core of execution. Fluent in Hebrew and English.

Core Skills

Brand & Marketing Design: Brand Identity & Strategy, Visual Systems & Style Guides, Marketing & Social Media Assets, Art Direction, Visual Storytelling, Packaging & Environmental Graphics

Design Foundations: Typography, Composition, Color, Layout, Information Hierarchy, Image-Making, Creative Ideation

UI/UX: User Flows, Personas, Wireframing, Prototyping, Design Systems, Component Libraries

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

AI Workflow: Midjourney, Stable Diffusion, ChatGPT, Claude Code, Lovable, Base44 (AI-assisted prototyping and concept development)

Education

B.Des. in Visual Communication & Education — Seminar Hakibbutzim College 2025

UX/UI Design Certification — Tiltan School of Design 2021

Languages

Hebrew (native) • English (fluent) • Spanish (advanced) • German (basic)

Professional Experience

Design Educator, Visual Communication — Ministry of Education 2024 – Present

- Lead the graphic design and visual communication curriculum, mentoring 30+ student projects from research and concept through final execution.
- Direct students through full-lifecycle matriculation (Bagrut) design projects, achieving high success rates through structured critique and project management.
- Teach typography, composition, color, and digital execution in Adobe Creative Suite and Figma, training students to turn abstract concepts into structured visual solutions.

Product & UI Design Intern — Studio Sira, Haifa 2025

- Designed layouts, visual hierarchy, and interface components across projects.
- Refined designs through studio critiques, research-based iteration, and tight feedback loops.

Selected Projects

Rega Wellness Resort — Brand Identity & Web Design

- Built a complete visual identity system, curating palettes, typography, and assets for design-conscious audiences.
- Integrated Midjourney into the discovery phase for rapid mood boarding and concept exploration.

TableFlow — Service-Floor Management Tablet App (UX/UI)

- Designed a workflow-driven interface with color-coded status logic, enabling waitstaff to read table status in under 2 seconds.
- Built personas for four user groups and aligned design decisions with operational KPIs.

Loopline — Project Management Platform for Creative Teams (UX/UI & Brand)

- Designed a dual-role product (team member + project manager) that makes cross-team dependencies visible and actionable: daily snapshot, dependency requests and map, end-of-day check-in.
- Delivered a fully wired interactive Figma prototype plus brand identity, logo animation, and feature-marketing videos built with AI-assisted workflows.