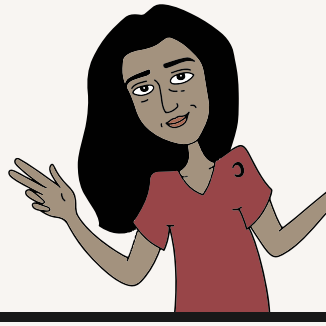
YUVAL KOBI



CONTACT

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Haifa, Israel

HELLO!

I'm a graphic designer driven by visual storytelling and bringing ideas to life.
I enjoy experimenting with different styles, shaping visual languages and finding the right creative approach for each project.
I believe good ideas get even better when people work together, especially when there's room for a little fun.

EDUCATION

2016-2020
B.Des. in Visual Communication
NB College of Design and Education

2020
Advanced Typography Masterclass
Rami Rashti, RAG Studio

TOOLS

Adobe Creative Suite, After Effects, Figma, Procreate

EXPERIENCE

2024 - 2026
BDO Digital | Marketing Graphic Designer & Client Manager

- Develop creative solutions across branding, digital marketing, motion graphics and video for a diverse range of clients.
- Translate marketing strategies and customer journeys into engaging visual communication, while evolving existing brand languages.
- Work on projects from concept to execution, collaborating with cross-functional teams and integrating AI tools into creative workflows.
- Since 2026, manage client relationships and project coordination alongside hands-on design work.

2000-2024
So Media | Art Director & Studio Manager

- Led creative projects across diverse industries, developing concepts and visual approaches for different brands and audiences.
- Combined hands-on design and art direction across branding, digital, web, motion and other creative formats.
- Managed a team of two designers, overseeing creative quality, studio workflow and collaboration with clients and multidisciplinary teams.

2018 - present
Freelance Graphic Designer

- Designed logos and visual materials for small businesses and clients across different fields.
- Created artwork, posters and music releases' cover art for artists, festivals and cultural projects, exploring different styles and creative approaches.

2000-2024
Yarin Shahaf Beauty School | In-House Graphic Designer

- Designed a wide range of print and digital materials, working within the school's established visual identity.
- Collaborated with photographers and the studio team, responding to diverse creative needs and day-to-day design requests.