

# Shiraz Mor

## Brand & Marketing Designer

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### Professional Summary

- Brand & Marketing Designer, combining strategic thinking, branding, UX/UI, marketing, and AI-powered creative production within fast-paced global tech environments and digital ecosystems.
- Experienced in translating business goals and audience insights into engaging digital experiences with strong attention to typography, layout, responsive design, and scalable visual systems.
- Combining branding, marketing, UX/UI, and AI-native workflows to create engaging digital experiences, campaigns, and production-ready creative assets.
- Independent and highly adaptable multidisciplinary designer with strong ownership, leadership and cross-functional collaboration skills, experienced in leading end-to-end creative processes in fast-paced environments.

### Professional Experience

2022 - Current First Offerz Group

2023 - Current

#### • Brand & Marketing Designer

- Leading branding, marketing design, and digital creative activities across multiple global ad-tech and digital brands.
- Collaborating closely with marketing, management, and cross-functional teams to support business and creative goals.
- Translating business goals and audience insights into engaging campaigns, digital assets, and visual storytelling across multiple platforms.
- Developing scalable visual systems and maintaining consistent brand language across multiple communication channels.
- Using AI-driven workflows to accelerate production and expand creative possibilities across image and video content.
- ✓ Successfully building and leading the company's design function across multiple brands.
- ✓ Successfully initiating AI-assisted workflows supporting scalable marketing and brand production.

2022 - 2023

#### • HR & Office Manager

- Managing onboarding, employee communication, recruitment, and operational workflows within a growing high-tech environment.
- Designed internal presentations, communication materials, and assets supporting company culture and engagement.
- Working closely with the CEO and senior stakeholders on organizational and operational
- ✓ Successfully establishing HR and employee experience processes within a the company.
- ✓ Successfully improving employee experience and internal communication through organizational initiatives and structured workflows.

2022 - 2023

#### Studio-S: Founder & Freelance brand, web & marketing Designer | Collaborating with Sorry studio, Zagoni & Goltz

- Running an independent creative practice focused on branding, marketing, AI-powered creative production and digital experiences.
- Translating brand strategy and audience insights into visual identities, campaigns and AI-enhanced digital experiences.
- Collaborating with established design studios and tech-oriented clients on branding and digital projects.
- ✓ Successfully maintaining independent creative studio alongside full-time work.
- ✓ Successfully managing client relationships and multidisciplinary creative projects across all design aspects.

Internship

#### 0815 Studio: UX/UI Designer

- Designing UX/UI flows and interfaces for complex systems and digital platforms.
- Creating wireframes, prototypes, and user flows through structured user-centered design processes.
- Supporting design systems and maintaining consistency across digital experiences.
- ✓ Successfully gaining hands-on experience in collaborative design environments and UX/UI methodologies.

2021 - 2022

#### Tasq.ai: Office Manager & creative

- Managing operational workflows, recruitment coordination, employee experience, and day-to-day activities within a fast-paced startup environment.
- Working closely with company leadership while supporting internal operations, communication, and organizational processes.
- Combining operational responsibilities with hands-on involvement in creative and visual projects
- ✓ Successfully balancing operational responsibilities alongside creative and design-related tasks within a startup environment.

2016 - 2020 Military Services

2018 - 2020 Captain, Chief of Staff to the Brigadier General | Israeli Air Force

- Serving as Head of Office to the Brigadier General in the Israeli Air Force, managing operational coordination, executive scheduling, and strategic activities across a 1,000+ personnel division.
- Working closely with senior military leadership while managing high-pressure environments, complex coordination processes, and communication across multiple teams and departments.
- ✓ Successfully operating under pressure while demonstrating strong organizational management, prioritization, and interpersonal skills in high-responsibility environments.

2015 - 2017 Operational officer at Air force flight school

- Leading personnel and operational management activities within the Israeli Air Force Flight School, including responsibility for soldiers and reservists in a fast-paced military environment.
- Working closely with commanders and operational teams while maintaining high operational standards and day-to-day coordination activities.
- ✓ Successfully leading teams and operational activities while demonstrating strong interpersonal and organizational management skills.

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## Education

Graduated B.Des Visual Communication at HIT

## Volunteering

Youth Training Program Manager at IAFC

Leading educational and enrichment activities for at-risk youth focused on personal growth and development.

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## Technical Skills

Design

Figma, Adobe Photoshop, Illustrator, InDesign, Framer

Motion & Video

Premiere Pro

Video & AI Creative Production

AI Tools

Seedance, Claude, Higgsfield, Figma ai, Kling, Midjourney, Krea, and etc.

Creative Focus

Marketing Design, Branding, Campaign Design, Creative Strategy, Web Design, UX/UI, Design Systems, Visual Storytelling,