

SHAHAF BEN SHAYA

Marketing & web designer

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EDUCATION

On-Course | 2020

UX for designers - Orit Lichner Gil

Beit Berl's Faculty of Arts

Hamidrasha | 2013-2018

M.Ed. in Fine art

SKILLS

Branding, Typography, Color,
UX&UI, Video-editing, Layout
design , Photography

SOFTWARE

Design & Prototyping:

- Adobe Suite (Photoshop, Illustrator, InDesign, XD)
- Figma

Web Development:

- WordPress (Elementor, WooCommerce, Jet Builder)
- Wix

Email Marketing & CRM:

- Mailchimp
- HubSpot
- Monday
- Asana

Video Editing & Motion:

- Adobe Premiere
- After Effects

LANGUAGES

Hebrew - native

English - proficient

WORK

2021 - Present

HomeBiogas | Senior marketing designer

- Led HomBiogas' comprehensive rebranding initiative, creating a detailed brand book and deploying a strategic service framework for marketing, sales, customer success, and product teams, solidifying its position in the global market.
- Innovated the design and deployment of high-conversion **WordPress** landing pages for the sales department, incorporating keyword analysis strategies that led to a 100% increase in sales.
- Successfully led the '**Digital User Guide**' initiative, transitioning the company from printed to digital manuals **within a year**, highlighting our dedication to eco-sustainability.
- Led the creation of the **ESG Impact Report** in collaboration with the Carbon Department, a flagship project that highlighted the company's sustainability efforts and achievements to employees and investors.
- Revitalized customer engagement journeys for both B2C and B2B sectors on **HubSpot**, optimizing care service processes and significantly enhancing sales through automation techniques.

2020-2021

Tripollar by Lumenis | Marketing designer

- Instrumental in the launch of flagship products (**Edge envig, Inspire, Stop VX2**), coordinating closely with the clinical and marketing teams on guide design, video edits, clinical studies, and product simulations.
- Fostered interdisciplinary collaborations, streamlining communication between clinical, customer service, and marketing teams to enhance product promotion and educational efforts.
- Developed and managed a multilingual **digital asset library**, centralizing marketing materials (ads, brochures, videos, clinical studies), thereby improving distributor efficiency and sales presentation capabilities.

2019 - 2020

Emboodo | Digital designer

- Led the design department, **managing a team of two designers** and driving the creative vision for both B2B and B2C projects with notable clients such as **Explorium, HoneyBook, and Novartis**, achieving high levels of client satisfaction.
- Directed Emboodo's **rebranding and website redesign**, repositioning the company as a young, innovative leader in the digital space, resulting in a **20% increase** in market exposure and client acquisition.

2018 - 2019

Trilogy | Graphic Designer

- Designed and executed a wide range of digital and print advertising materials, including banners **for LinkedIn, Google Ads, Instagram, and Facebook**, as well as traditional media ads for print, billboards, and large signage.
- Collaborated seamlessly with marketing and budget managers, ensuring project timelines and budgets were met, thereby enhancing performance metrics and client satisfaction.