



Leonid Milerman

Graphic Designer | Art Director | Freelancer

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Professional Profile

Throughout my career, I have collaborated with leading clients (Tnuva, Caroline, Mey Eden, Wella, 012, Partner, Super Pharm, HOT, Strauss etc.) in the Israeli and international markets. My expertise includes creative concept development, scriptwriting, digital and print campaigns, UX/UI design, branding.



Work Experience

Freelance Graphic Designer and Art Director (Exactive, Zarmon, Egoeast)

Perform all tasks in the field of graphic design and 360° advertising:
Develop creative and visual concepts for digital and print campaigns.
Designing websites and landing pages, creating marketing videos, and delivering finalized materials.

**Increased Instagram audience reach by 45% through a targeted social media campaign featuring original visual content in Doctomed.*
**Developed a new corporate identity that resulted in brand awareness on and attracted more customers.*

Studio Manager and Senior Art Director (LS Law Firm)

Established an in-house advertising studio for internal and external branding.
Created brand identities, digital materials, videos, and print designs.
Led UX/UI design for websites and landing pages to enhance lead generation.

**Optimized landing pages design, leading to a 35% increase in leads and subsequent sales growth LS.*

Senior Art Director and Studio Manager (Tel Aviv-Moscow, Megzarim, Tendo (Maxi), Channel 9)

Led creative teams in developing comprehensive branding solutions for companies. Produced concepts for advertising campaigns in print, online media, and TV commercials. Designed promotional materials, presentations, packages, and corporate identities.

**Developed winning presentation materials for Tnuva, which played a crucial role in securing a major contract with a new partner.*
**Developed and implemented a new corporate identity, significantly enhancing brand recognition and attracting a larger customer base in Tendo.*



Education

Courses for professional development at colleges:

Sivan Computers, Orion, Adobe Polytechnic University, Maof, Wix Hub, Amtiderek, Mentor

Diploma in Graphic Design
Avni Institute, Tel Aviv

School with subjects taught in French, full matriculation



Languages

Russian: Native
Hebrew: Fluent
French: Fluent
English: Basic



Military Service

Full Service
In the Air Force as an aircraft technician



Skills

Experienced in working with business and private clients, working under pressure and meeting deadlines. High work ethic and service awareness, fast self-learning, working independently and in a team, understanding briefs, excellent interpersonal skills. Ability to start work immediately or at the required time.



Software expertise

Graphic Design:
Photoshop, Illustrator, InDesign

UX/UI Design:
Adobe XD, WIX

Video Editing:
Premiere Rush, After Effects

AI and Digital Tools:
GPT, Canva, Freepik

Office:
Word, PowerPoint, XL, Canva



My hobby

Decorative plate design >