



Contact

Gili Kaftori

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Education

2013

Interactive Graphics Certificate

Mentor College / Tel-Aviv, Israel

2006-2010

Bachelor In Design of Interior

College of Management, School of Interior Design / Rishon-Lezion, Israel

2000-2002

Full Bilingual International Baccalaureate

American International School of Budapest / Budapest, Hungary



Software Skills

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe Premier

Microsoft PowerPoint

Figma

AI image tools



Languages

Hebrew | Native

English | Native

French | Basic

Hungarian | Basic

Gili Kaftori

GRAPHIC DESIGNER



About

I am a creative designer passionate about translating brand strategies into compelling visual narratives that resonate with target audiences. I specialize in developing integrated campaigns and creative concepts across digital, social, and print platforms, ensuring a cohesive brand presence. I thrive in cross-functional collaboration with marketing and content teams, bringing ideas from concept to execution with a balance of creativity and strategy. With extensive experience in visual identity systems, branding, and campaign rollouts, I focus on maintaining brand integrity while delivering innovative, user-centric experiences that drive measurable engagement and impact.



Work Experience

2022 - Presents

Designer / Freelance

Delivered end-to-end creative services from concept to execution for diverse clients, including branding, web design, and campaign visuals. Designed digital and print materials for marketing campaigns, ensuring alignment with client strategy and audience needs. Advised clients on creative direction, incorporating market research and trend insights into design solutions.

Clients from various industries, including XM Cyber, Edith Wolfson Medical Center, CheckPoint, D-Fend Solutions, Amdocs, IAI, NeuroDerm, Lumenis, SeeTrue and more.

2022 - 2024

Designer / Marcomit

Collaborated with marketing teams to develop creative concepts for brand campaigns across industries. Designed social media assets, web banners, presentations and decks, one pagers, trade show booths and print advertisements to support campaign launches. Conducted trend research to refresh brand visuals and improve audience engagement. Maintained brand consistency while exploring creative new visual approaches.

2019-2022

Designer & e-Commerce Manager / IDS Tactical Solutions

Designed website visuals and promotional campaigns, boosting online visibility and sales. Created digital marketing materials for marketplaces and coordinated with marketing teams for cohesive brand messaging.

Applied customer insights to refine creative content and improve user experience in e-commerce platforms. Managed campaign performance data to optimize design effectiveness.

2016-2019

Designer / Studio Erga

Developed branding and campaign visuals for corporate clients, covering digital, print, and presentation assets. Designed pitch decks and marketing presentations tailored to client strategy. Collaborated with account managers to ensure creative solutions aligned with business goals.

2014-2016

Designer / Annie Selby Branding & Design

Designed marketing and branding materials for multiple industries, from concept to production. Prepared digital and print deliverables, ensuring high-quality execution.