Danielle Haimovich

Brand & Web Designer

Contact

054-3236409

Daniellehai6@gmail.com

Tel Aviv

Portolio Link

LinkedIn Profile

Design Tools

Figma

Adobe Suite

Webflow

Wordpress

Wix Studio

CSS

JAVA Script

Skills

Cross-team collaboration

problem-solving

Attention to detail

Fast learner

Great under feedback

Time management

Multi-tasking

Anatlytical Thinking

Works good under pressure

Creative, detail-oriented Brand & Web Designer with a strong background in marketing design, brand identity, and web.
Skilled in designing impactful visual systems, campaign assets, and responsive websites for B2C audiences.
Experienced in collaborating with marketing teams, developers, and product teams to deliver cohesive, conversion-driven designs.

Experience

Web & Brand Designer
Basman Tennenbaum | 2023–Present

- Led end-to-end web design projects, from UX research and wireframes to polished UI and developer handoff.
- Developed new visual identities for brands, including logo design, typography, color systems, and visual language to reflect core values and positioning.
- Translated and extended existing brand guidelines into high-impact digital and marketing materials, ensuring brand consistency while meeting new creative needs

Web & Marketing Designer
Brown Hotels | 2022–2023

- Created paid ad creatives, email campaigns, landing pages, and social assets optimized for brand consistency and performance.
- Designed and launched responsive landing pages and micro-sites in close coordination with developers, ensuring a seamless user experience.
- Maintained and evolved the brand's visual language across digital campaigns and hotel launches, balancing consistency with creative innovation.

Web Design Intern
Wix | 2022

- Designed and built a complete responsive website using Editor X, from wireframes to final implementation, with attention to layout, typography, and user experience.
- Gained practical experience in responsive design, web structure, and collaboration within a product-oriented environment.

Marketing designer
Adi Bakshi | 2021-2022

- Created marketing assets for social media, lookbooks, campaigns, and supported brand visibility and sales initiatives.

Education

B.Des in Visual Communication
HIT – Holon Institute of Technology | 2019-2023

Military Service

Analyst, Navy Intelligence Unit
Israel Defense Forces | 2015–2017