

Tohar Sergienko

Graphic Designer & UX UI Designer

EXPERIENCE

- 2021– 2025 **Graphic Designer | A-team**
Advertising agency, Tel-Aviv
- Created marketing materials for A-team, including flyers, ads, branding and other graphics.
- Spearhead visual identity including brand positioning, promotions, and digital marketing for water corporations and municipalities.
- 2020–2021 **Freelance Designer**
- Establish and manage a freelance graphic design business that aims to assist companies in brand development.
- Develop creative advertising content for various media, including catalogs, menus, social media design, newsletter, business cards, flyers and product packaging while ensuring maximum brand awareness of target audience/market.
- 2019–2020 **Graphic Designer | PR-DIGITAL**
Advertising agency, Rishon LeZion
- Coordinate with the clients to successfully create prolific social media graphics suitable for target marketing.
- Developed graphics and layouts for product illustrations, logos, and websites mirroring company brand style.

EDUCATION

- 2022 – 2022 **Netcraft Academy**
- Interface Design UX UI course
- 2015 – 2018 **Kibbutzim College of Education, Technology and Arts**
- Bachelor (B.Des) and (B.Ed)

IDF

- 2009–2011 **Inventory Manager | Topaz Camp, Tzrifin Military Base**
- Responsible for arranging equipment, documents and office records.
Responsible for administrative aspects of 20 members of department.

CONTACT

-  tani890@walla.com
-  +972-522187088
-  Ramat-Gan
-  Graphic Designer Portfolio–
tohars.com
-  www.linkedin.com/in/tohat-sergienko

I am

- Passionate about branding, marketing, illustration, UX/UI design and storytelling.
- Strong conceptual thinking, first-rate presentation skills, can clearly express reasons behind decisions and work within a stressful environment whilst remaining composed and clear headed.
- I consider myself creative, innovative, original and eager to take on new challenges in the field of design to further progress my career.

TOOLS

- | | |
|-------------|---------------|
| Photoshop | WordPress |
| Illustrator | Webflow |
| InDesign | After Effects |
| Figma | |

EXPERTIES

Visual Identity and Branding, Typography, print, web and UI/UX Design. Illustration, Storyboarding, Color Theory, Storyboarding, Video Editing.

LANGUAGES

- | | |
|---------|---------------|
| Hebrew | Native Tongue |
| English | Fluent |
| Russian | Native Tongue |
| Spanish | Intermediate |