

Tohar Sergienko

Graphic Designer & UX/UI Designer | Generative AI

EXPERIENCE

- 2026 – Present

Freelance Designer

Branding, Digital, Print & Generative AI

Create visual solutions across branding, digital campaigns, social media, presentations and print. Integrate generative AI for concept development, image and video generation. Manage projects independently from concept to final production.
- 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

Created branding, social media, print and marketing materials for a variety of businesses and clients.
- 2019–2020

Graphic Designer | PR-DIGITAL

Advertising agency, Rishon Lezion

Designed social media, branding and digital assets for diverse clients, ensuring consistency with brand identity and marketing goals.

EDUCATION

- Mentor College – After Effects Course

Netcraft Academy – UX/UI Course

Kibbutzim College – B.Des & B.Ed

IDF

- 2009–2011

Inventory Manager | Topaz Camp, Tzrifin Military Base

Managed inventory, documentation and administrative operations.

CONTACT

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 Portfolio – **tohars.com**

 www.linkedin.com/in/tohat-sergienko

I AM

Passionate about **branding, visual communication, UX/UI, storytelling and AI-powered creative design.**

Strong conceptual thinker with a keen eye for **typography, composition and visual detail**, able to clearly communicate creative decisions and ideas.

Experienced in integrating **generative AI into creative workflows**, from concept development and visual exploration to image and video generation.

ESIGN TOOLS GENERATIVE AI

Photoshop

Illustrator

InDesign

Figma

Canva

CapCut

After Effects

Adobe Firefly

ChatGPT

Claude

AI Image Generation

AI Video Generation

AI Prompting

EXPERTISE

Visual Identity & Branding · Art Direction
Typography · Print & Digital Design · UI/UX
Social Media Design · Generative AI
Visual Storytelling · Video Editing

LANGUAGES

Heabrew

English

Russian

Native Tongue

Fluent

Native Tongue