# Alex Fleysher

## Marketing Designer

Portfolio

## Contact


Portfolio
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Israel
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## Skills

**Design tools**
Figma, Photoshop, Illustrator, InDesign

**AI tools**
Claude, Midjourney, Higgsfield, Runway, Adobe Firefly

**Marketing design**
Campaigns, social media, paid ads, out-of-home and event print, video editing

**Brand**
Brand identity, visual language, brand guidelines, social templates

**Presentations**
Pitch decks, investor one-pagers

**Web and UX/UI**
Landing pages, UX/UI, WordPress, Elementor, Wix

## Languages

**Ukrainian** Native
**English** Fluent
**Hebrew** Fluent
**Russian** Fluent

## Profile

Marketing designer with 4+ years of experience in campaigns, social media and brand systems. I built the brand for SHEVET, a network of community managers from 20+ high-tech companies, and designed paid campaigns that raised ticket sales by 30%. I work in Figma and Adobe Creative Suite and use AI tools to move from concept to launch faster.

## Experience

**Marketing Designer** Bonot Alternativa — 2025 – 2026

- Designed all social media, stories, flyers and event campaigns for Israel's largest grassroots movement for women's rights.
- **+30% ticket sales** after the paid campaigns I designed and adapted to every format.
- Refreshed the design system around the movement's original red; people clicked more and event sign-ups grew.
- Created event visuals with AI, so every event got its own images without a photo shoot.

**Freelance Marketing Designer** Self-employed — 2025 – 2026

- **SHEVET:** brand system for a network of community managers from 20+ high-tech companies: website, social and out-of-home print (roll-ups, screens, posters) for five meetups and a conference at Google for Startups.
- **DDoS:** rebrand for a program that guides Haredi people into high-tech; more sign-ups after the launch campaign.
- **Haggadah:** bilingual Hebrew and Ukrainian Haggadah, designed and printed for the Chabad community of Ukraine.
- **Trattoria ba namal:** logo, menus and out-of-home posters printed and hung at Tel Aviv Port.
- Presentations, pitch decks and investor one-pagers; print production with print houses.

**Creative Designer** Faculty of Nursing, University of Haifa — 2023 – 2025

- Designed web simulations and learning materials for nursing students, with a UX/UI focus.

**Digital Manager and Content Creator** Summer camp, San Diego — 2023

- Ran the camp's website and social media, including design and video editing.

**Graphic Designer** Air Force Flight School — 2021 – 2023

- Designed marketing and learning materials and social media content, working with content experts.

## Education

**UX/UI and Graphic Design Certification** John Bryce — 2023 – 2024

- UX/UI in Figma, Adobe XD, WordPress and Elementor; final project: a solo-travel app.
- Branding and print in Illustrator, Photoshop and InDesign. Graduated as an outstanding student.

**Graphic Design Course** Air Force, IDF — 2021

- Professional course in graphic design and learning experience development.