

# Mijal M. Wajnman

*I'm an Award Winning Designer!*

Senior Visual & Branding Designer | UX/UI

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## EXPERIENCE

### Partner and Senior Visual & UX/UI Designer

**Verticalloop** | Tel Aviv, Israel

2014 - 2019

Cultivated enduring client relationships by delivering distinctive branding and digital design solutions to over 15 fast-growing startups and corporate clients, achieving a 90% repeat business rate.

Transformed Smilebox-Perion's user interface and branding, delivering intuitive navigation alongside improved visual appeal; this resulted in a streamlined onboarding experience and a 50% acceleration in new user onboarding.

Designed 3 editions of 'Living Israel' magazine for Nefesh B'Nefesh, overseeing all aspects from concept to print, distributed to 20,000+ readers, boosting brand awareness and engagement within the target demographic.

Implemented comprehensive UX/UI strategies for each company, overseeing the entire design process, closely collaborating with clients, and working alongside the development team in a fast-paced setting.

### Partner and Senior Visual & Digital Designer

**El Parque Estudio Creativo** | Caracas, Venezuela

2010 - 2013

Crafted visual strategies and user-centered designs, creating 400+ marketing assets and digital experiences, that enhanced brand recognition and customer loyalty among key demographics.

Shaped digital experiences for 7+ clients, directing web design projects from initial concept to launch, creating user-centered designs that improved brand recognition and increased client website traffic.

Created the visual layout for 10 editions of Estética y Salud, Venezuela's leading health and beauty magazine, reaching over 50,000+ readers per issue.

## AWARDS

### 2 Gold ANDA Awards

Category: Best Promotional Site

Client: Trident - Cadbury Adams

Category: Best Online Campaign

Client: Halls - Cadbury Adams

### 2 Silver ANDA Awards

Category: Best Promotional Site

Client: Halls - Cadbury Adams

Category: Best Online Campaign

Client: Halls - Cadbury Adams

### 1 Bronze ANDA Award

Category: Best Digital Media Campaign

Client: Newspaper El Universal

## SKILLS

Design Tools & Technologies

UX/UI Design

Design Thinking

Creative Strategy

Digital Marketing & Branding

Project Management

## TOOLS

Figma

Illustrator

Indesign

Photoshop

## EXPERIENCE

### Team leader and Senior Visual & Digital Designer

**La Web Interactive Marketing** | Caracas, Venezuela

2010

Led a creative team of 5 designers, crafting unique user experiences that aligned tightly with client brand guidelines, resulting in an 80% engagement rate on major online campaigns.

Conceptualized and executed 6 digital marketing campaigns for global brands, from ideation to launch, achieving over 500,000 impressions and winning two industry awards.

Forged collaborative relationships between the agency and 3+ ongoing clients, translating client visions into impactful, award-winning marketing campaigns and visual designs.

### Visual & Digital Designer and Project Manager

**El Sofá Interactive Agency** | Caracas, Venezuela

2010 - 2013

Forged innovative digital campaign strategies for 6+ global brands, created marketing collateral, and received overwhelmingly positive client feedback, high satisfaction rates, and earning recognition with two industry awards.

Designed and conceptualized a ground-breaking interactive magazine for Venezuela's leading newspaper, resulting in an award for Best Digital Media Campaign and 30,000+ new subscribers.

Managed marketing materials for 2 corporate clients on an ongoing basis while serving as the communication bridge between the internal team and the clients.

### Junior Graphic Designer

**Pixel Studios. Interactive Agency** | Caracas, Venezuela

2006 - 2007

Developed visual identities and advertising concepts for growing businesses, designing brochures, promotional print materials, websites, and mini-sites.

## LANGUAGES

Spanish *Native*

English *Fluent*

Danish *Completed PD2*

Hebrew *Conversational*

## EDUCATION

Flux Academy

**Figma for web designers**

Studieskolen

**PD2 Dansk Sprog**

Clavis

**Dansk Sprog**

General Assembly

**User Experience Design  
Bootcamp**

Posa Studio

**Web Design & Development**

Instituto de Diseño de Caracas

**Bachelor of Arts (B.A.)**