

Mijal M. Wajnman

Project Manager | Senior Web & Graphic Designer

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ABOUT ME

Hola! I'm a Venezuelan designer with over 12 years of experience **leading graphic and web design projects from concept to delivery**. I love turning ideas into clear plans, bringing the right people together, and guiding creative work forward—**making sure projects stay on track, on brief, and meaningful**.

Having lived in Venezuela, Israel, and now Denmark, I've developed a **strong multicultural perspective and feel comfortable collaborating across teams and cultures**. I thrive in creative environments where strategy, storytelling, and organization come together to shape work that truly connects with people.

EXPERIENCE

Career Break: Relocation & Family Care

Copenhagen, Denmark | 2019 - 2025

After moving to Denmark, I paused my career to focus on family, learn Danish (now fluent in bakery small talk!), and settle into a new culture. **Managing daily family life became my own little project—planning, prioritizing, and keeping everything running smoothly**. I also kept my creativity alive with personal design projects that sharpened my eye for detail and exploration of new ideas.

Partner | Senior Web & Graphic Designer and Project Manager

Verticalloop | Tel Aviv, Israel | 2014 - 2019

- Built **long-term client partnerships by managing branding and digital design projects** for 15+ high-growth startups and corporations, achieving a 90% client retention rate.
- Oversaw the redesign of Smilebox-Perion's UI and brand identity, **coordinating teams and workflows to deliver a more intuitive interface and cohesive visual system**, boosting new-user activation by 50%.
- Directed the production of three editions of Living Israel magazine for Nefesh B'Nefesh—**from concept to print—managing timelines, resources, and teams to reach 20,000+ readers** and enhance brand engagement.
- **Led end-to-end web design projects, collaborating with clients, designers, and developers** to deliver user-centered solutions on time and within scope.

SKILLS

Project & Team Management
Creative Strategy & Branding
Web Design
Digital Marketing
Campaign Execution
UX/UI Design & Design Thinking

TOOLS

Figma
Wix
Illustrator
Indesign
Photoshop
Microsoft Office

LANGUAGES

Spanish *Native*
English *Fluent*
Danish *Functional*
Hebrew *Conversational*

EXPERIENCE

Partner | Web & Graphic Designer

El Parque Estudio Creativo | Caracas, Venezuela | 2010 - 2013

- Developed and executed visual strategies and user-centered design solutions across 400+ marketing assets and digital experiences, **coordinating cross-discipline contributors to elevate brand visibility and customer engagement.**
- **Led digital design projects** for 7+ clients from concept through launch, **guiding teams and timelines to deliver intuitive, high-performing websites** that boosted traffic and strengthened online presence.
- **Directed the visual production and editorial project management** for 10 editions of Estética y Salud magazine, Venezuela's leading health and beauty publication, reaching 50,000+ readers per issue and reinforcing the brand's premium image.

Team leader and Senior Web & Graphic Designer

La Web Interactive Marketing | Caracas, Venezuela | 2010

- **Supervised a creative team of 5 designers, managing workflows and project timelines to deliver user-centered digital campaigns** that aligned with client brand identities and achieved 80% engagement across key campaigns.
- **Planned and launched 6 digital marketing campaigns for international brands, coordinating resources and schedules** to generate 500,000+ impressions and secure two industry awards for creativity and impact.
- **Built and maintained strong client relationships, facilitating smooth collaboration and translating brand visions into high-quality, award-winning visual experiences.**

Project Manager Web & Graphic Designer

El Sofá Interactive Agency | Caracas, Venezuela | 2007 - 2010

- **Strategized and executed digital campaigns** for 6+ global brands, **coordinating creative teams and resources to deliver innovative marketing assets** that earned industry recognition and positive client feedback.
- **Led the designed and launched an interactive magazine** for Venezuela's leading newspaper, winning **Best Digital Media Campaign** and attracting **30,000+ new subscribers.**
- **Directed cross-functional projects** for corporate clients, bridging creative, technical, and client teams to deliver **cohesive, high-impact results on schedule.**

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

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.)