

Mijal M. Wajnman

I'm an Award Winning Designer!

Senior Visual & Branding Designer | UX/UI

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ABOUT ME

Hola! I'm a Venezuelan designer with 12+ years of experience creating bold, meaningful visuals. **I love working across branding, graphic and digital design, and creative direction** to shape unique stories that connect with people. Having lived in Venezuela, Israel, and now Denmark, **I bring a multicultural perspective and thrive in collaborative, creative environments**. Outside of design, you'll find me knitting, exploring ceramics, cooking, or getting lost in a good book— **I am always curious and always creating**.

EXPERIENCE

Career Break: Relocation & Family Care

Copenhagen, Denmark | 2019 - 2025

After moving to Denmark, I paused my career to focus on **family, learn Danish, and adjust to the new culture**. I combined family life with **personal growth—studying Danish for 2.5 years** (now fluent in bakery small talk!) and exploring **creative projects** that strengthened my **design eye and attention to detail**.

Partner and Senior Visual & UX/UI Designer

Verticalloop | Tel Aviv, Israel | 2014 - 2019

- **Built long-term client partnerships** by delivering distinctive branding and digital design solutions for 15+ high-growth startups and corporations, achieving a **90% client retention rate**.
- **Redesigned Smilebox-Perion's UI and brand identity**, creating a more intuitive interface and cohesive visual system that **streamlined onboarding and accelerated new-user activation by 50%**.
- **Led the design and production** of three editions of Living Israel magazine for Nefesh B'Nefesh — from concept through print — **reaching 20,000+ readers** and significantly **enhancing brand awareness and engagement**.
- **Directed end-to-end UX/UI strategies** across multiple projects, collaborating closely with clients and development teams to deliver **user-centered design solutions**.

SKILLS

Design Tools & Technologies
UX/UI Design
Design Thinking
Creative Strategy
Digital Marketing & Branding
Project Management

TOOLS

Figma
Illustrator
Indesign
Photoshop
Microsoft Office

LANGUAGES

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

EXPERIENCE

Partner and Senior Visual & Digital Designer

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

- **Developed and executed visual strategies** and user-centered design solutions, producing **400+ marketing assets and digital experiences** that elevated brand visibility and customer engagement.
- **Led digital design projects** for 7+ clients, guiding each from concept through launch to deliver **intuitive, high-performing websites** that boosted traffic and strengthened online presence.
- **Designed the visual layout** for 10 editions of Estética y Salud, Venezuela's leading health and beauty magazine, **reaching 50,000+ readers per issue and reinforcing the publication's premium image.**

Team leader and Senior Visual & Digital Designer

La Web Interactive Marketing | Caracas, Venezuela | 2010

- **Supervised a creative team of 5 designers**, delivering user-centric digital campaigns aligned with client brand identities and achieving **80% engagement rates** across key campaigns.
- **Conceptualized and launched 6 digital marketing campaigns** for international brands, generating **500,000+ impressions** and earning **two industry awards** for creativity and impact.
- **Cultivated strong client relationships**, ensuring seamless collaboration and translating brand visions into **award-winning visual experiences.**

Visual & Digital Designer and Project Manager

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

- **Strategized and executed digital campaigns** for 6+ global brands, delivering innovative marketing assets that received **industry recognition and positive client feedback.**
- **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.

Junior Graphic Designer

Pixel Studios. Interactive Agency | Caracas, Venezuela | 2006 - 2007

- **Crafted visual identities and advertising concepts** for growing businesses, producing brochures, print collateral, websites, and mini-sites that elevated brand impact.

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.)