



Ofri Cohen

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[PORTFOLIO WEBSITE](#) / [INSTAGRAM](#) / [LINKEDIN](#)

ABOUT

Web & Digital Designer specializing in brand systems, web experiences, and visual research. Background in graphic design and communication, with strong interest in the intersection of visual culture and digital tools.

SKILLS & SOFTWARE

Figma, Adobe Creative Suite, No-code Development, AI Workflow Tools, Wix, p5.js, Basic Coding, Midjourney, Glyphs, Maya 3D

EDUCATION

Visual Communication Degree-

Minshar School of Art × The Open University 2022 - 2026

Wix Academy Program

Wix Editor, UX, web design Experience, and code-based design.

Visual Research & Concept Development

Asi Meshulam, University of Haifa. Research-driven art and concept development.

LANGUAGES

Hebrew - Native
English

EXPERIENCE

WIX

2025 - Present

Three parallel roles :

WEB CONTENT & SOCIAL MANAGER SITE OF SITES -

Managed digital presence and social media for Site of Sites, a curated web design gallery. Responsible for content production, editorial copywriting, Instagram strategy, and site design.

BRAND & DIGITAL DESIGNER PLAYGROUND TEAM -

In-house designer for Wix's Playground team. Produced brand materials, merchandise, web assets, and multi-format visual content within a defined brand system.

AI DESIGN SYSTEMS – R&D

Contributed to an internal R&D initiative developing AI-powered design models for autonomous visual output.

Graphic & Print Production Assistant V-Print, Tel Aviv

2024 - 2025

Graphic design and print production, administrative management and client file handling. Production for cultural events and museums.

Freelance Designer

2022 - 2025

Designed visual materials for individuals, small businesses, and music festivals - spanning brand identity, event visuals, and digital content.