



Ofri Cohen

OFRICOLADA@GMAIL.COM

PHONE N. +792 0509717090

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 - weavy, Wix, p5.js, Basic Coding, Midjourney, Glyphs, Maya 3D.

EDUCATION

Visual Communication Degree-
Minshar School of Art x The Open University 2022 - 2026

Wix Academy Program

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

B.A. in Sociology, Art & Museology
The Open University of Israel

Visual Research & Concept Development

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

LANGUAGES

Hebrew - Native

English - Advanced

EXPERIENCE

WIX

2025 - Present

Web content & social manager site of sites - Managed digital presence and social, a curated web design gallery. Responsible for content production, editorial copywriting, Instagram strategy, and site design.

Brand & Digital Designer

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.