

Ori Hirschhorn

[itsOri.com](https://itsori.com) | Orihirsh@gmail.com | (+972) 50-353-3815 | [LinkedIn](#) | IG: [@itsori.studio](#)

Brand & marketing designer with 7+ years in branding, creative marketing, and motion design for global tech companies, including Komodor, Papaya Global, Fiverr, and Lightricks.

Specialized in distinctive visual languages and full-scale rebrands, from identity creation to rollout across every channel, powered by AI-enhanced workflows.

Experience

Komodor | Brand Marketing Designer (Freelance, 2026–Present)

- **Comprehensive Rebrand:** Led a full-scale rebrand, producing the new brand identity and rolling it out across all channels and touchpoints.
- **Brand Implementation:** Managed all design deliverables while integrating and embedding the new brand across multiple teams.

Papaya Global | Senior Brand & Marketing Designer (2024–2026)

- **Brand Strategy:** Led the evolution of global marketing and brand visual languages to ensure consistency across all touchpoints.
- **Workflow Optimization:** Planned and implemented creative workflows to enhance team productivity and cross-departmental collaboration.
- **High-Impact Design:** Created sophisticated design solutions for complex B2B fintech marketing initiatives.

Fiverr | Brand & Marketing Designer (2023–2024)

- **B2B & PR Campaigns:** Created B2B, PR, and large-scale social media assets that boosted brand presence and engagement.

Lightricks | Creative Marketing Designer & Substitute Team Lead (2019–2023)

- **Motion & Leadership:** Produced high-end video, motion, and UGC for B2C performance marketing; led the design team as substitute lead in 2022.

Education

Bezalel Academy | B.Des in Visual Communications (2020)

Technical Skills & Tools

- **Design & Motion:** Figma, Adobe Creative Suite, Cinema 4D, Motion Graphics
- **Productivity & AI:** Claude, ChatGPT & AI Workflows, Workflow Planning
- **Languages:** English (Fluent), Hebrew (Native)