

Or Bornshtein

AI-Native Brand & Marketing Designer

Summary

Brand, Web & AI Designer with 6+ years of experience creating marketing campaigns, digital experiences, presentations, and brand systems for global organizations.

Experienced in delivering creative solutions across websites, event experiences, executive presentations, and multi-channel marketing initiatives. Leveraging AI-native workflows, automations, and custom AI agents to accelerate ideation, production, and creative delivery.

Experience

Senior Brand & Marketing Designer, Entro Security 2026

- Led end-to-end design initiatives across branding, web, presentations, and global event experiences.
- Served as the sole designer across key projects, developing scalable visual systems and marketing assets across multiple channels.
- Built AI-native workflows and managed custom agents to streamline creative processes, accelerate execution, and increase design output.

Senior Brand & Marketing Designer, Papaya Global 2022-2026

- Led the design and evolution of Papaya's knowledge base platform, improving usability and content accessibility.
- Designed landing pages and campaign assets in collaboration with growth and marketing teams.
- Developed and maintained internal brand systems to ensure consistency across company-wide initiatives.

Graphic Designer, Shira Shechter Studio 2021-2022

Developed brand identities and marketing assets for a diverse client portfolio.

Graphic Designer, Happy (Advertising & digital agency) 2020-2021

Created marketing and social media assets for a variety of brands and campaigns.

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Education

2024-2025

UXV Certification Program
by award winner Tal
Florentin, John Bryce
College.

2016 - 2020

B.Des, Visual
Communication, WIZO
Academy of Design and
Education, Haifa.

Skills

Design

- Figma
- Adobe Creative Suite
- Presentation Design
- Event Branding
- Creative Direction

AI

- Claude
- ChatGPT
- Gemini
- Midjourney
- Recraft
- Higgsfield
- Lovable

Workflow & Automation

- AI Agents
- Prompt Engineering
- Workflow Automation

Languages

Hebrew (Native)

English (Fluent)