

# Or Bornshtein

## Marketing & Brand Designer

### Summary

A multidisciplinary designer blending UX, branding, and marketing – crafting meaningful experiences for the past 5 years. At Papaya Global, I lead the design of the company's knowledge base platform, focusing on user-centered experiences and scalable systems. In 2025, I completed the UXV Certification Program to deepen my UX expertise and strengthen my focus on product design. I also integrate AI tools like Midjourney and Loveable into my workflow to enhance concept ideation and visual exploration.

### Experience

#### Marketing graphic designer, Papaya Global

2022-Present

- Led design efforts for the company's knowledge base platform, with a strong focus on user-centered principles and product consistency.
- Designed high-converting marketing landing pages in collaboration with Performance and Email Marketing teams, aligned with campaign goals and brand guidelines.
- Spearheaded the development and implementation of the internal brand system across various internal design applications.

#### Graphic Designer, Shira Shechter Studio

2021-2022

I was responsible for crafting compelling brand identities and marketing materials that resonated with clients' vision and business goals.

- Managed design projects from concept to execution.

#### Graphic Designer, Happy (Advertising & digital agency)

2020-2021

I developed social media assets and marketing materials, contributing to brand strategies that strengthened brand presence and audience engagement.

[www.or-bor.com](http://www.or-bor.com)

orbor93@gmail.com

[LinkedIn](#)

+972-52-5375171

### Education

2024-2025

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

2016 – 2020

B.Des, VC Design Department, WIZO Academy of Design and Education, Haifa.

### Skills

Figma

Adobe PS, AI, ID

Midjourney

Lovable

User Research

Wireframing

Team Collaboration

Prototyping

Design Thinking

Illustration

### Languages

Native *Hebrew*

Fluent *English*

Reading *Arabic*