

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

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*