

LEE SHIMONY

Creative Designer & Digital Content Specialist

Profile -

Creative Designer specializing in AI-powered video creation, visual storytelling, and branded marketing content. Experienced in combining tools such as Openart, CapCut, Figma, and Adobe Creative Suite to create engaging visual assets. Skilled in graphic design, video editing, branding, event production, and cross-functional collaboration.

BlinkOps – Creative Designer & Digital Content Specialist

2024 - Present

- Create and update website content and landing pages using Webflow.
- Manage and support marketing content and digital assets in HubSpot.
- Produce AI-powered videos and branded visual content for marketing and product campaigns.
- Collaborate with marketing and product teams to maintain consistent brand communication across digital channels.
- Support ongoing website, campaign, and creative-content initiatives.

Freelance – Designer

2022 - Present

- Developed and executed product designs for clients like Urbanica Furniture, improving brand engagement by 20%.
- Conducted market research to inform design aesthetics, ensuring alignment with client branding.
- Created prototypes and detailed designs, contributing to efficient production workflows.
- Designed eye-catching posters for techno music events, boosting event visibility and enhancing attendee engagement.

Freelance – Producer

2017 - Present

- Managed high-profile events with over 3,000 attendees, enhancing client brand exposure and audience engagement.
- Led PR campaigns and coordinated with cross-functional teams for seamless project execution and brand messaging.
- Designed logos and branding elements, aligning visual identity with market trends and client expectations.

 [Tel-Aviv](#)

 [mail](#)

 [Portfolio](#)

Education-

ORT College

2023 – Today

Graphic Design studies

Tools-

Openart

Photoshop

Figma

Illustrator

Elementor

Webflow

Hubspot

Languages-

Hebrew

English – full proficiency

Prime Minister Office – Administrative Assistant of a Division Head

2016 - 2018

- E2E responsibility for all office management tasks including calendar management, vendors, day-to-day operations.
- Personal Assistant for the Division Head.