



HADAS MARY ANIJAR

Illustration | Design | Brand

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Hi There, nice to meet you!

I am a Visual Communication graduate with a passion for branding, concept development, and digital design.

My expertise lies in crafting cohesive brand identities and creating visually engaging designs across mediums. I thrive in collaborative environments and take pride in delivering projects from concept to execution with innovation and attention to detail.

SKILLS

- Branding & Identity design
- Illustration & Motion
- Concept Development
- Digital Design

Languages

- Hebrew : Native
- English : Professional, Fluent

EDUCATION

2020 - 2024

Holon Institute Of Technology

Bachelor of Design, Visual Communication

2011 - 2015

Ohel-Shem High school

Full Matriculation

MILITARY SERVICE

2015 - 2017

NCO of wounded and sick soldiers

(none commissioned officer)

EMPLOYMENT

Various student jobs, during highschool, military service and now. Mainly customer service.

EXPERIENCE

2022 - 2024

Freelance Designer

- Developed training videos and animations for corporate clients, leveraging motion and digital design to simplify complex concepts.
- Designed content, menus, and branded assets to enhance customer experience and brand visibility.

Summer 2023

Design Intern, Playtika

- Created cohesive visual assets, including icons, newsletters, and logos, aligning with the brand's visual identity.
- Designed versatile formats for both digital and physical applications, contributing to the company's marketing and branding initiatives.

2025

Graphic & Brand designer,

Spoiled Child by Oddity

- Brand Designer. designing assets and new concepts for the brand.
- Maintaining brand language and updating artwork for packagings.

SOFTWARE

Illustrator

Photoshop

Indesign

After Effects

Figma

Familiar with webflow

Vyond

Procreate