Kate Andrievskikh

Brand & Marketing Designer, Illustrator

+972 53 966 0848 | katesundragon@gmail.com | LinkedIn | Tel Aviv, Israel

PORTFOLIO Behance

SUMMARY

Brand & Marketing Designer with 5+ years of experience in tech and product, specializing in brand identity, illustration, motion and campaign design, with strong typography, composition and visual hierarchy. Led brand and event experiences from concept to execution across digital, print and physical touchpoints, working with marketing, product, agencies and production partners. Work with AI tools (Claude, ChatGPT, Figma Weave, Midjourney, Nano Banana, Krea) to explore concepts and speed up iteration.

EXPERIENCE

Creative Event Marketing & Brand Designer — *monday.com* *2025 – 2026 (role eliminated, wide layoffs)*

Tel Aviv, Israel

- Led creative direction and end-to-end design of EMEA brand experiences, including Evolve TLV (800+ attendees), carrying one concept across event identity, environmental branding, signage, leadership keynote decks, print and digital assets.
- Built scalable brand systems, event identities, reusable frameworks and asset libraries for consistency across channels.
- Created large-scale events, conferences and brand activations, from concept to execution.
- Collaborated with marketing, product, and motion teams to turn briefs into cohesive visual storytelling.
- Implemented AI-enhanced workflows to speed up concept exploration and production while keeping brand standards.
- Directed external creatives, agencies and vendors to keep execution true to the idea.

Illustrator, Brand & Motion Designer — *Pelanor* *2023 – 2025*

Tel Aviv, Israel

- Developed and evolved the company's visual identity across digital, trade shows, booths, product and marketing channels.
- Designed product and marketing illustrations, motion graphics, presentations, infographics, and campaign assets for social media, CRM, conferences, and merchandising.
- Partnered with marketing and product teams to turn complex FinOps topics into clear, engaging visual storytelling.

Marketing Graphic Designer — *Playhouse TLV* *2022 – 2023*

Tel Aviv, Israel

- Led visual communication and created digital assets, banners, film posters, and web design for campaigns.
- Implemented digital advertising creative for social media and email marketing.

Marketing & Brand Designer, Illustrator — *Additional Design Experience* *2020 – 2022*

Clients: Kipod Toys, JAC Motors, ConArt Magazine, LIME

- Created illustrations and designs across educational and fashion magazines, kids toys, packaging, and games.
- Developed marketing visuals and promotional materials for web, social, and email campaigns.

Illustrator, Brand & Visual Designer — *Freelance* *2020 – 2023*

Worldwide

- Collaborated with companies on brand design, web visuals, and marketing assets on a contract basis.

EDUCATION

Bachelor's Diploma, Arts, Design & Fashion (with Honors) — *The Kosygin State University* *2018 – 2022*

Diploma, Fine Art (with Honors) — *S. Andriaka's School of Watercolor* *2012 – 2017*

SKILLS

Design: Brand Identity, Illustration, Art Direction, Motion Design, Event Design, Campaign Design, Marketing Design, AI workflows

Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Weave, Lottie, Rive, Procreate, Krea, Midjourney, Claude, GPT

Soft skills: Concept development, Project Ownership, Cross-functional Collaboration, Problem Solving, Strategic thinking

LANGUAGES

Hebrew, English, Russian