AMIT KEYNAN

MARKETING DESIGNER

Experienced Marketing Designer with a B.A in Visual Communication from HIT.
Dedicated team player with a strong understanding of Marketing, Branding, Visual storytelling and UX/UI.
Leveraging AI & Data for performance marketing, visuals, conversions, user acquisition and product growth.
Seeking a Marketing Designer role where I can contribute, learn, and grow.

052-6652200 | AMITKEYNAN7@GMAIL.COM | LINKEDIN/AMIT-KEYNAN | DESIGN PORTFOLIO

EXPERIENCE



FireArc 2025 - PRESENT

MARKETING DESIGNER

- Owning the full design lifecycle for marketing initiatives focusing on conversion and user acquisition.
- Leveraging AI & Data for performance marketing, visuals, and product growth.
- Collaborate closely with Marketing team, PPCs, Product Managers, Developers, and Data Analysts.



SITRUS 2023 - 2025

MARKETING DESIGNER

- Led and executed multiple end-to-end design and branding projects from concept to completion.
- Conceptualized and executed data-driven marketing strategies, leveraging analytics, performance metrics and A/B testing to boost conversion and engagement.
- Specialized in UX/UI design, wire-framing, and prototyping to deliver user friendly digital experiences.



TUSSLE 2022 - 2023

GRAPHIC DESIGNER

- Designed landing pages, websites, logos, newsletters, photoshoots, digital content, paid ads, content for social media, press, events and brand promotion.
- Creating eye-catching visuals on creative projects across different platforms.



FREELANCE 2021 - 2022

GRAPHIC DESIGNER

- Graphic design services for small businesses.
- Designed landing pages, logos, social media content and paid ads campaigns.

EDUCATION

B.A Visual Communication 2020 - 2024
Holon Institute of Technology

- Final project with honors, selected for display at an international event in Prague.

Major in Graphic Design 2012 - 2015
Alon High school for Arts and Science

- Full Bagrut Diploma, 5 units in Graphic Design, Dance and English.

TOOLS

- Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Envato.
- AI tools: Claude, Gemini, Runway, ElevenLabs, Lovable.