



Anton Smorodin

Graphic / Web / UI/UX /
Marketing Designer

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Portfolio
www.antonsm.com

LinkedIn
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SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Premiere
Adobe XD
Adobe Audition
Sketch
Figma
In Vision
Cinema4D
HTML/CSS
Wordpress (Elementor)
Google web designer

EDUCATION

Bezalel Academy of Art & Design
(Visual Communications)

LANGUAGES

Hebrew, English,
Russian, Portuguese

OBJECTIVE

Creating User Interfaces for different platforms:
Mobile, Tablets, Desktop, Web and Vr. Product design,
Web design, Mobile applications, Art directing,
Interactive prototyping, Corporate branding and
Logo designs. Creating online marketing materials,
Social media marketing, Video editing, Illustration.

EXPERIENCE

Art / Designer
"WE" Advertising agency
2019-2020

I create and apply digital marketing solutions & strategies across company's major clients: KFC, Philips, Bioderma, Tamnun ... Lead the planing and structuring of design projects from start to finish, including web pages, email campaigns, social media ads, info-graphics & content marketing.

UI and Marketing Designer
"ADZOO" Proprietary Smart-Form™ solution
2014-2019

I created the product concept. I designed all of the branding, marketing, user experience and visual design. Designed in-app graphics & visual styles for new features, promotional assets and daily core content. Also conducted market research and user feedback sessions.

Graphic Web Designer
"RUSHMORE"
Internet marketing
2012-2014

I designed all of the branding, user experience, and visual designs. I collaborated with engineers to code the front-end of trading platform, web applications, mobile applications. Designing mailers, landing pages, funnels.

Art Director
"G KID & YOUNG"
Advertising agency
2008-2010

Art directing and bringing concepts to life. Creating campaigns for company's major clients Heinz, ToysRuS, Morphy Richards, Sealy. I designed websites, banners and landing pages.

Graphic Designer
"FIRMA" the Brandhouse.
Branding/Design
2007-2008

Focused on branding identity design for clients such as Bank Leumi, Cafe Cafe, Tuborg, S.wearer, Hoodies. Developing grids and style guides, creating presentations. Worked closely with strategy team to create the visual solutions.