



Dor Sharaby

Brand & Product Designer
Visual Identity Systems | UX/UI | Digital Products

Summary

Brand & Product Designer with 4+ years of experience across technology companies, creative agencies, public-sector organizations, and independent ventures. I lead brand systems, digital experiences, and product-facing projects from strategy and creative direction through execution, combining design, technology, 3D, motion, and AI-driven workflows.

Professional Experience

Visual Brand Designer

Rise Codes | 2025 - 2026

- Led a company-wide visual rebrand across brand, marketing, product, sales, and digital touchpoints.
- Built a scalable design system combining 3D, AI-generated imagery, motion, and modular templates for cross-team use.
- Designed the company website and product-facing experiences, translating complex AdTech workflows into clear visual communication.
- Partnered with Product, Marketing, Sales, and Development to deliver campaigns, launch assets, decks, case studies, and digital experiences.

Digital Designer & Art Director

Reuveni Pridan - Arlo Digital |
2024 - 2025

- Led digital creative concepts and campaign systems for major brands including Cellcom, Samelet, and Mizrahi-Tefahot.
- Directed large-scale photoshoots and productions with teams of 20+ people, from storyboard to final delivery.
- Managed creative outputs for high-budget campaigns across digital, social, and production touchpoints.
- Established Figma-based workflows that improved collaboration between design, copy, and production teams.

Art Director & Brand Designer

Spank Studio | 2022 - 2024

- Created brand identities, campaign systems, and digital assets across 25+ projects for tech, lifestyle, nightlife, and consumer clients.
- Led visual direction for multi-channel campaigns for clients including Kornit Digital, Bynet, Malka Beer, BeerBazaar, Strongful, and Drama Club.
- Produced reusable design templates and production systems for fast campaign rollout across social, print, motion, and digital formats.
- Delivered visual identity, UI concepts, and marketing assets for B2B, product-based, and commercial clients.

Selected Ventures & Independent Projects

Pamidor Design Studio - Founder & Brand/Product Designer | 2022 - Present

- Lead end-to-end branding, UX/UI, websites, digital products, and campaign projects for startups, technology companies, and commercial clients.
- Translate complex products and business ideas into cohesive brand systems, digital experiences, and launch-ready assets.
- Manage projects from strategy and creative direction through design, development coordination, and final delivery.

Figcoms

Founder & Product Designer | 2024 - 2025

Built UX/UI flows and product architecture for a Figma-based feedback management and collaboration tool.

Israel Police

External Brand & Design Consultant | 2023 - Present

- Designed the Border Police's new uniforms, patches, and identity systems for regional commands and operational brigades.
- Led recruitment campaigns and developed visual systems for Yamam, the Border Police, National Guard, Gideonim Unit, and Israel Police Volunteer Division.

Tools

Adobe Creative Suite Figma Spline Adobe Dimension

After Effects Webflow Framer Figma Make

Midjourney ComfyUI Runway Claude Code

Google Vertex AI Google Looker Studio N8N

Education

Graphic Design Certificate | Focused on UX/UI Design |
HackerU | July 2021 - December 2021

Languages

Native in Hebrew
Fluent in English

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