

Yoav Chait Hatsofe

Creative Marketing & Brand Designer working across visual identity, campaigns, motion and digital design. Drawn to turning complex ideas into clear visual systems and engaging stories, combining strong visual craft with AI-supported workflows across brand and campaign touchpoints.

Nexar | Creative Marketing Designer | 2025-2026

Designed and produced brand and marketing assets across social media, web, video, motion and sales materials for Nexar's camera, fleet, data and AI products. Translated complex technologies into clear, engaging visual stories, working from concept development and visual direction through design, animation, editing and final delivery. Played a key role in the company's brand refresh, helping shape and apply an updated visual language across marketing and digital touchpoints.

Integrated AI tools into the creative process for ideation, image-making, video production and rapid visual exploration, while maintaining consistency within the brand system.

Studio Avidani | Graphic Designer | 2024-2025

Designed signage systems, exhibition graphics and visual languages for museums, municipalities and environmental organizations, including KKL forests, the Museum of Natural History and Yad Vashem.

Worked from concept to execution with a focus on clarity, accessibility and context-specific design.

Hebrew University | Graphic Designer | 2023-2024

Developed a visual identity and designed print and digital materials for the Hebrew University's Diversity Unit. Worked within institutional brand guidelines, collaborating with stakeholders to create clear, consistent communications.

Dojo | Creative Hub Manager | 2020-2022

Managed a municipal design and art workspace in Jerusalem, overseeing creative facilities, artist-facing activities and cultural events as part of city festivals.

EDUCATION

B.Des in Visual Communication
Bezalel Academy of Arts and Design, Jerusalem | 2021-2025

Focused on visual storytelling, typography, branding, motion design and image making, with an emphasis on research-driven concepts and coherent visual systems.

SKILLS & TOOLS

Design: Branding & Visual Systems, Marketing & Digital Design, Typography & Layout

Creative: Ideation, Concept Development, Visual Storytelling, Visual Direction

Motion & Video: Motion Design, Storyboarding, Video Editing, Concept-to-Post Production

AI-Supported Workflows: LLM-Assisted Creative Development, Image & Video Creation, Prototyping

Tools: Adobe Creative Suite, Figma, Generative AI tools

LANGUAGE

Hebrew: Native

English: Fluent

CONTACT

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