

## **Guy Bracha**

### **Contact**

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### **Professional Summary**

Creative and marketing-oriented Graphic Designer & Illustrator with a unique blend of artistic skill and a software engineering background. Specializes in creating high-impact visual assets, monetization banners, and promotional graphics for digital media. Possesses a deep understanding of casual gaming aesthetics, visual hierarchy, and development pipelines, enabling seamless collaboration with technical teams.

### **Core Skills**

#### **Design and Marketing**

- Marketing Graphics for digital media
- Monetization & Live Ops Banners
- Typography & Visual Hierarchy
- Promotional Visuals for Games

#### **Illustration and UI**

- Casual game art style
- Character and prop design
- Basic game UI/UX Design

#### **Tools**

- Adobe Photoshop (Main use)
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro

## **Education**

- Diploma in Software Engineering, Ariel Technical College (2022-2025)
- “Dror” Preparatory Course (2019-2020)
- Full Matriculation, Tichon Hadash High School, Herzliya (2016)

## **Experience**

**Webmaster & Graphic Designer – Karina Printed Shirts** | Emek Hefer Industrial Park | 2025

- Led the visual identity, website design (UI/UX), and graphic layout for digital platforms.
- Created and optimized commercial graphic designs, marketing assets, and physical merchandise branding.

**Cyber Security Analyst – Cellcom** | Netanya | 2021-2022

- Worked in structured, high-responsibility environment.

**General Staff – Raanana Sports & Leisure Pool** | 2020-2021

Ensured operational continuity and customer satisfaction in a high-traffic facility.

**National Service – Access Israel NGO** | Kfar Saba | 2017-2019

Coordinated logistics for >200 events annually; developed Excel-based inventory system cutting packing errors by 30 %.

## **Languages**

Hebrew – Native | English – Advanced