

TALY KARAT

BRAND & MARKETING DESIGNER

Brand & Marketing Designer with experience creating cohesive brand experiences across digital, social, print, and retail. Passionate about thoughtful marketing design and building scalable visual systems.

EXPERIENCE

IDEA Branding & Advertising | Brand & Marketing Designer

2023–Present

- Designed integrated marketing campaigns and brand assets across digital, social, retail, and print.
- Presented visual concepts and translated business goals into effective visual solutions
- Led the visual direction for Thirty Degrees across campaigns, photoshoots, apparel graphics, and social media.

LUSH studio | Brand Designer 2023

- Designed websites, landing pages, and digital marketing assets for multiple brands.
- Created newsletters, banners, and social media assets within established brand guidelines.

Brain Games | Graphic Designer & UI Intern 2022

- Designed UI components and marketing assets for a gaming startup.
- Supported product and monetization teams with consistent visual assets.

Freelance | Brand & Marketing Designer 2022 – Present

- Developed brand identities for small businesses.
- Designed presentations and marketing materials across digital and print.
- Worked directly with clients throughout the design process.

EDUCATION

B. Des Visual Communication & Interior Design 2018 – 2022

College of Management Academic. Graduated with honors.

Preparatory Program in Design & Visual Communication 2017 – 2018

Habeyntcumit Center for Design & Architecture.

MILITARY SERVICE

Paratrooper Intelligence Unit 2014 – 2016

Certificate of Excellence, extended service.

CONTACT

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🌐 Talykarat.com

in Taly Karat

TOOLS

Design

Illustrator

Photoshop

InDesign

After Effects

XD

Procreate

AI

Midjourney

ChatGPT

Gemini

Firefly

LANGUAGES

Hebrew | Native

English | Fluent

Russian | Basic