

Ron Porat ^aDesigner

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ronporat.studio

I'm Ron Porat, a Visual Thinking Designer based in Israel.
My design philosophy revolves around combining innovative and creative concepts and purpose while paying close attention to the smallest details to create a fully identified visual identity, ensuring a project's completion.

Experience

Marketing & Ceative Designer at "Lightricks" 2024-Present

Lead marketing projects across company verticals, working closely with cross-functional teams to align design with strategic marketing goals. **Create assets & design for social media, newsletters, and app stores (App Store & Google Play).**

Brand & UX UI Designer at "FireArc" 2023-2024

Responsible for designing and developing 'FireArc' and sub-brand visuals, including events, merchandising, prints, office aesthetics, and web applications.

Lecturer Assistant at "The School of Design and Innovation" 2023

Teaching assistant of the course "branding desig of cultural events" at The College of Management Academic Studies.

Visual Designer at "Studio&More" 2022-2023

Responsible for designing and developing 'FireArc' and sub-brand visuals, including events, merchandising, prints, office aesthetics, and web applications.

Self Employed Designer at "Dual Studio" 2020-2024

Self-employed graphic designer managing diverse projects in branding, marketing, web, and commercial design.

Internships

Wix.com "Playground Academy" Designers Intership 2022

Internship program for designers at "Wix.com" includes work and studies on web and interactive design field,self branding and "Editor X" platform.

Graphic Designer at "Studio In-House" 2021

Intern at the 'School of Design and Innovation' (Colman), working on branding for college events, conferences, and external collaborations.

Education

M.Des Visual Communication at Bezalel Academy of Arts and Design 2025-Present

B.Des at the School of Design and Innovation 2019-2023

Bachelor's degree as part of a specialization on visual communication and spatial design, in the College of Management Academic Studies.

Achievements

- "2023 Alef Alef Alef Prize" award winner.
- Project presentation at the "Agam Museum" on "What If" exhibition.

Skills

Brand and Visual Identity, Marketing, Web Design, Image-Making and Visual Thinking.

Tools

Figma, Illustrator ,Indesign, Priemer, After Effects, Blender, Photoshop, Wix Studio, Midjourney, GPT ,LTXV, Veo 3, Comfy-UI.