

# Maria Varshitsky



**PORTFOLIO:**  
mash-portfolio.com



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**DATE OF BIRTH:**  
20th, December, 1989

**ID:**  
307349654

**LANGUAGE:**  
Hebrew, English, Russian

## EDUCATION

**2005 - 2008** // Ort Kramim Karmiel High School full Matriculation degree.

**2008 - 2010** // Army Service: Observer in the Intelligence Corp.

**2013 - 2017** // B. ED. DES from WIZO, Haifa School of Design,  
Visual Communications department.

## EXPERIENCE

**2020 - Present** // Founder and designer of an online store for the brand *SUNNIZ*.

The eyewear brand was established and designed on the E-commerce platform *Shopify*. along with designing a full online store, as a responsive website with a home page, categories, shopping carts and content pages. I created the logo and the brand identity of the sunglasses store; digital advertising, using social media platform with posts, stories, newsletters etc; Organic website promotion and sponsored advertising on Facebook and Instagram; On going maintenance of followers and collaborations with influencers.

**2017- 2020** // BBR Saatchi & Saatchi advertising agency, digital and print designer.

The job: Variety of advertising campaigns for clients such as *Super-Pharm, Elite, Yotvata, Meuhedet, Bituach Yashir, Tiv-Taam, Sprite* etc;

Outdoor advertising — design and preparation for printing billboards, advertisements and ad campaigns; Digital advertising — responsive web and mobile design, design for social media, web banners and photoshop editing; Design and preparation of materials for post-production.

**2014 - 2017** // Freelance Graphic design projects.

*REHITA* store, home decor: Logo design, landing page, web & mobile, social media design and image photography. *Flex* training club: Logo & brand identity. print design for weddings and events.

**2012 - 2013** // VP Secretary in Telcode Computer Company Ltd.

The company specializes in integrative computer systems designed for local authorities. The job: Prepared and managed correspondence, reports and document; Organize and coordinated meetings and conferences; Handled administrative duties.

## SKILLS

Photoshop, Illustrator, InDesign, Premier, After Effects, Shopify.