

Oriya Ofir

Illustrator & Graphic Designer

Ramat Gan, Israel

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About

Illustrator and visual storyteller drawn to everyday stories and the small details that make them interesting. I enjoy looking at familiar situations from unexpected angles, using humor to explore their complexity and find the story within them. Through writing, illustration, and design, I turn these observations into visual narratives, building rich, imaginative worlds that highlight what makes each story worth telling.

Experience

2024–Present

Freelance Graphic Designer & Illustrator

Creating illustrated content, visual narratives, brand identities, and digital campaigns for businesses and organizations. Developing original stories and visual concepts from initial ideas to final designs. Clients include the Jerusalem Municipality, and independent businesses.

2023–2025

Hatzi Tuki Café-Bar, Jerusalem | Graphic Designer

Maintained and adapted the café-bar's existing visual identity, designing graphic materials for its daytime café and evening bar activities.

2022–2023

Biguard | In-house Graphic Designer

Led the redesign of the company website and established an updated visual language, including landing pages and digital assets. Worked with WordPress and Figma alongside the production lead.

Skills

Design

Photoshop | Illustrator | InDesign | After Effects | Premiere Pro

Web & Digital

Figma | WordPress | Claude Code

Illustration

Colored Pencils | Markers | Watercolor | Mixed Media | Mokuhanga

Education

2022–2026

Bezalel Academy of Arts and Design, Jerusalem

B.Des. in Visual Communication

Languages

EN/HE