

Creating thoughtful, engaging designs and web experiences that help brands connect with people, craft cohesive marketing ecosystems, and tell stories that resonate.

## EXPERIENCE

### Senior Brand & Marketing Designer

*Agora Real Estate*

**2023-Present**

- Led brand evolution and visual strategy, transitioning from a solo designer role to a key contributor within a growing creative team.
- Scaled the corporate website from 10 to 60+ responsive pages, maintaining strong performance, usability, and visual consistency.
- Built and implemented a comprehensive Design System that streamlined workflows across marketing and product teams.
- Leveraged Hotjar and HubSpot insights to guide design decisions, improving landing page and ad conversion paths.
- Managed multiple concurrent projects while delivering high-quality design work within tight deadlines in a fast-paced environment.
- Partnered closely with marketing, product, and development teams to translate business goals into effective, user-centered design solutions.
- Onboarded and mentored designers and freelancers, establishing brand alignment processes across the team

### Creative Graphic Designer

*Taximedia*

**2021-2023**

- Communicating with clients to understand their advertising objectives and target audiences.
- Designed OOH campaigns for clients across billboard and large-format media.
- Maintaining brand consistency while adapting designs to the technical specifications of outdoor advertising formats.
- Coordinating with printers, fabricators, and vendors to produce final artwork and manage installation processes.
- Managing multiple projects simultaneously while meeting tight deadlines in fast-paced environments.



# VIKA NIKOLIN

+972-546-877-452

vikanik93@gmail.com

Tel-Aviv, IL

 [Portfolio](#)

 [Linkedin](#)

## EDUCATION

### UI/UX & Web Design

*Jhon Bryce College*

**2021-2022**

### Bachelor of Design

*Shenkar College*

**2017-2021**

## PROFESSIONAL SKILLS

Conversion-Focused Design

Web Design

Brand Identity

Marketing & Campaign Design

Design Systems

Responsive Design

Adobe Creative Suite

Figma

AI-Enhanced Design

## CORE STRENGTHS

Creative Strategy

Time Management

Cross-Functional Collaboration

Teamwork

Clear Communication

Problem Solving

Attention to Detail

Adaptability in Fast-Paced Environments