GILAD SHAHAR

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Digital Designer | Campaigns, Web & Presentations

SUMMARY

Digital designer with 6+ years across agency and in-house teams, creating social, web, and presentation work for different brands and audiences. I turn rough content into clear visual stories, adapt ideas across formats, and stay hands-on through revisions, QA, and final delivery. I build practical templates and organized files so good work can keep moving without constant oversight.

SKILLS

Visual Design: Social Campaigns | Presentations | Typography | Layout | Art Direction
Web & Systems: Responsive Pages | WordPress | Figma Components | Templates
Channels: Paid & Organic Social | Websites | Email | Decks | Print
Workflow: Brief to Delivery | AI-Assisted Exploration | Versioning | QA | Handoff
Tools: Figma | Photoshop | Illustrator | InDesign | After Effects | Keynote | Framer | WordPress

EXPERIENCE

Iron Creative - San Francisco, CA / Remote
Marketing and Visual Designer, Contract | Apr 2025 - Present

- Developed Procore Innovation Summit creative across social, web, email, and event touchpoints, adjusting the message and layout for three audiences.
- Designed a modular Procore product-update newsletter with 16 header variations, giving recurring releases a consistent but flexible structure.
- Built a six-theme Lattice Figma toolkit used across 12 campaigns; templates and guidance reduced a typical asset package from about three hours to one, including review.
- Produce web, email, social, and presentation assets for technology clients, adapting the work to each brand, channel, and audience.
- Work directly with creative and marketing partners to interpret briefs, incorporate feedback, manage versions, and deliver clean final files.

Salesforce - San Francisco, CA
UX/UI Designer — Design Systems and Communications | Jun 2021–Jul 2024

- Built Champion Month campaign masters for 12+ employee communities, keeping the program recognizable while giving each story its own space.
- Adapted the FutureFest campaign direction into 300+ assets across screens, decks, signage, and promotions while maintaining quality across versions.
- Built social campaign masters for two languages, three messages, and three placements, then checked 18 versions for copy, layout, and export accuracy.
- Helped redesign Inside Salesforce’s responsive WordPress hub for 70K+ employees, creating reusable page templates and navigation patterns.
- Designed monthly executive Keynote decks, shaping dense material into clear narratives with strong hierarchy and reusable layouts.

Independent Designer — San Francisco, CA
Web, Brand and Digital Designer | 2019–Present

- Design responsive websites, brand systems, and campaigns for technology and service clients, taking projects from first brief to launch.

EDUCATION

BFA, Art Studies
Shenkar College of Engineering, Design and Art

UX/UI Design Certificate
UC Berkeley Extension