



Yael Tandler

SENIOR WEB & MARKETING DESIGNER |
AI WORKFLOWS · BRAND · WEB · PERFORMANCE

✉ yaeltandlerdesign@gmail.com ☎ 050-6429728 🔗 [Portfolio](#) 👤 [Yael Tandler](#)

Senior Web & Marketing Designer with 12+ years of experience creating high-performing digital experiences. I combine strong design thinking with AI-powered workflows and creative automation to help teams move faster, improve creative quality, and scale production without compromising craft.

EXPERIENCE

Senior web & marketing designer

🏢 Moonshot marketing

📅 Nov 2024 – Currently

- Designed and optimized high-performing comparison websites across Finance, Pharma and Gaming.
- Collaborated closely with CRO teams to improve conversion through continuous testing.
- Built scalable design templates and repeatable creative workflows.
- Integrated AI tools into the creative process to accelerate ideation, production and iteration.
- Led internal branding initiatives across social, employer branding and company assets.

Web and brand designer

🏢 Lightricks

📅 Jul. 2023 – Aug. 2024

- Created landing pages for both paid and organic campaigns.
- Created top performing Survey tests with CRO collaboration.
- Cross-team design collaboration with brand, product and creative marketing teams.

Web and brand designer

🏢 Freelance

📅 Sep. 2022 – Jun 2023

- Created branding for small lifestyle businesses.
- Created websites and landing pages.
- Social media posts, newsletters

Web and brand designer

🏢 Marketblend

📅 Dec. 2020 – Oct. 2022

- Designed websites for top clients.
- Rebranding and total look and feel.
- Created social media ads, newsletters.
- Newsletters for high-end design companies.

Marketing graphic designer

🏢 Go-moblin

📅 Mar. 2020 – Aug. 2020

- Created social media ads, newsletters.
- Newsletters for high-level clients
- Instagram feed designs.

Web and brand designer

🏢 Freelance

📅 Jan. 2019 – Feb 2020

- Created branding for small lifestyle businesses.
- Created websites and landing pages.
- Social media posts, newsletters

Package and graphic designer

🏢 Laline

📅 Jul. 2017 – Sep 2018

- Designed several commercial projects from beginning to end.
- Designed packaging for several of the ongoing products in stores today.
- Performed quality checks and communicated daily with suppliers both domestically and abroad.

Commercial designer

🏢 Ikea

📅 Mar. 2013 – Jul. 2017

- Developed visual concepts for campaigns in fashion and beauty sectors.
- Collaborated with photographers to create compelling imagery for online and offline marketing.
- Assisted in the creation of style guides to maintain brand consistency across all platforms.

SKILLS

Core Expertise

Web Design, Performance Marketing, CRO, Brand Design, Creative Systems

AI & Automation

AI-assisted Design, Workflow Automation, Prompt Engineering, n8n, Creative Process Optimization

Tools

Figma, Weavy, Webflow, Claude, ChatGPT, Midjourney, n8n, Photoshop, Illustrator, Indesign

Languages

Hebrew and English.

EDUCATION

Course in UI/UX

🏢 Netcraft Academy

📅 2016

B.A Design

🏢 Bezalel Academy of Art and Design

📅 2008 - 2012