Noam Cohen

Visual & Motion Designer



Portfolio ↗

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Profile

Visual and motion designer combining brand, web and motion design in one skill set. Over the past six years, built a brand language from scratch, designed two company websites, and created everything from product videos and in-app animations to ads and investor decks. Works independently from concept to launch, with a clean aesthetic and a strong sense of rhythm and message.

Experience

Spike 2021–2026

AI-powered email and team collaboration app (startup)

Lead Marketing Designer 2023–2026 · Motion Designer 2021–2023

- Sole designer on the marketing team, owning all marketing and brand design end to end.
- Designed two company websites and ongoing landing pages single-handedly, including a new brand language built from scratch and a full redesign aligned with existing guidelines.
- Worked directly with developers through launch: built Figma components, delivered Lottie animations and ran post-launch QA.
- Partnered with the product team on in-app design: product videos, animated icons, illustrations and a branded GIF pack.
- Created static and animated ads and social content across all major platforms, and designed investor decks with the CEO.

Freelance 2020–2021

Motion & Graphic Designer

- Delivered animations, videos and graphic design for businesses and private clients.
- Selected clients: Max, Sheba Medical Center.

Education

Practical Engineering Diploma, Media Design 2018–2020

Shenkar College, School of Practical Engineering

Skills

Design brand identity, web & UI design, landing pages, design systems & Figma components, icon design, illustration, presentation design, digital ads & social

Motion brand animation, product videos, in-app animation, animated ads, Lottie

Tools After Effects, Figma, Illustrator, Photoshop, Premiere Pro, AI tools

Languages

Hebrew (native) · English (highly proficient)