

Elianna Mayer Penkar

Brand Strategist & Designer | Creative Marketing Designer | Illustrator

✉ eliannapenkar@gmail.com

☎ +972 0547612038

🌐 eliannamayer.com

SUMMARY

I work with brands to help them articulate their purpose and mission, and bring their vision to life through emotionally intelligent design and storytelling.

WORK EXPERIENCE

INDEPENDANT DESIGNER | AUGUST 2025 - PRESENT

Brand Strategist & Designer

- Continued marketing partnership with retainer client from previous agency role, sustaining campaign and brand execution across deliverables
- Developed an original brand discovery workshop methodology and piloted it with early-stage clients, translating discovery sessions into actionable brand direction.
- Converted pilot engagement into an ongoing client relationship, now leading brand strategy, brand design, and packaging design on a continuous basis.
- Collaborated with independent design studios on project basis, supporting branding and design deliverables.
- Working as a brand architect for client's parent brand and aligning decisions pertaining to visual design on sub-brands to maintain synergy.
- Providing on-going support to launch client's product into the market, with on-going conversations with stakeholders and other team members.
- Creative direction and collaboration with other freelancers to ensure the client's brand story is communicated as per the brand vision and guidelines.

HYBRID, TEL AVIV | JUNE 2022 - AUGUST 2025

Brand Designer & Creative Marketing Designer

- Conceptualized and developed comprehensive beauty brand Spirulife - from rebranding to execution of over 100 package designs, campaigns, merchandise over a span of 2 year, consistently expanding the brand language across various touch-points.
- Created digital and print campaigns for retainer clients while working closely with client's design team to achieve set company goals.
- Conceptualized and developed brand identities across varied industries and crafted clear brand guidelines for client implementation. Developed custom illustration styles tailored to brands across a variety of industries, maintaining distinctiveness. Designed custom iconography aligned to the visual language for various brands. Brand auditing and conceptual presentation design for client pitch. Internal brand design for Hybrid - creation of office mural, company sticker set, merchandise, internal newsletters, social media campaigns and case studies.
- Formulated and Implemented design of case studies for the company website. Assisted web design projects with creation of various digital assets like banner designs, illustrations and iconography. Creation and implementation of new menu designs for restaurant on a quarterly basis. Image and video generation using AI platforms like Mid-journey and Weavy for clients. Conceptualized and implemented package designs for varied clients.

WORK EXPERIENCE

Brand designer & Illustrator, India & UK | January 2018 - September 2021

Freelancer

- *Conceptualised and executed various brand identities*
- *Created Editorial product manuals*
- *Illustrated educational and quirky comic strips for women's wellness brand Nua*
- *Script writing for social media advertisement for online fashion brand Shopoholic*
- *Illustrated detailed video backdrop and created various brand assets for Mission Maker's podcast*
- *Personal side project that involved writing & Illustration of a children's picture book*
- *Worked with children's book author to create personal brand assets and merchandise based on books*

TWO DESIGN STUDIO, MUMBAI | SEPTEMBER 2017 - DECEMBER 2017

Junior Graphic Designer

- *Conceptualised brand narratives prior to the design phase of the branding process.*
- *Gathered Insights during client workshop to pin point client's needs & vision.*
- *Hand-crafted experimental typography from roots for a poster design project.*
- *Created logo concepts and visual language pitch for brand design projects*
- *Formulated spatial design concepts for client's office.*
- *Defined design briefs & feedback to external creatives that collaborated with us on ongoing projects.*

INTERNSHIPS

GREAT DIGITAL - MASA PROGRAM, TEL AVIV | OCTOBER 2021 - FEBRUARY 2022

Advertising Trainee

- *Configured user interface of digital display showcasing 2021 statistics based on social media trends.*
- *Analysed AI platform for weak spots, provided a detailed report and ran Q/A session with client.*
- *Created Wireframes as part of a conceptual NFT advertising pitch.*
- *Created storyboards for video advertisements.*
- *Delivered social media creatives for gaming company, Playtika.*
- *Designed Infographics based on statistical data for various presentations*

SEENK CREATIVE AGENCY, PARIS | MAY 2016 - SEPT 2016

Brand Design Apprenticeship

- *Crafted custom typography for re-branding project.*
- *Worked on various logo design concepts and refinements. Illustrated brand assets for client*
- *Editorial design for client brochures*

RENA, CUTLERY COMPANY | JUNE 2015

Micro study internship | Marketing Design

- *Worked on multiple campaign ideas to promote products in the market*
- *Worked on the design of internal documents and flyers*

A BRAND NEW DAY, MUMBAI | MAY 2015

Micro study internship | Brand Design

- *Editorial design for a product look book*
- *Logo design concepts for educational institution*
- *Infographic design*

EDUCATION

UNIVERSITY FOR THE CREATIVE ARTS, UK, 2019-2020

MA Graphic Design (Distinction)

ECOLE. INTUIT LAB, FRENCH SCHOOL OF VISUAL COMMUNICATION, MUMBAI. 2013-2017

BA Visual Communication

K.C COLLEGE, MUMBAI, 2017

HSC in Commerce

ACHIEVEMENTS

SYMBOL'22 SYMPOSIUM , 2022

Presented research and thoughts on 'the ambiguity of symbols' at the Symbol Group Symposium conference held online in 2022. Part of my research was aired on an Austrian radio show.

CHILDREN'S PICTURE BOOK , 2018

Authored & illustrated a picture book for kids.

KYROOIUS IN-HOUSE DESIGN AWARD NOMINATION, 2017

Unconventional typography poster, created at Two design studio nominated for a prestigious communication arts award.

POSTERFORTOMM - TOP 100 POSTERS, 2016

Created design entry for posterfortomm design competition, on the subject 'Make Extremism History'. The entry was selected as one of the top 100 posters.

SKILLS & CERTIFICATIONS

SOFTWARES

Adobe Suite, Figma & AI Platforms such as Midjourney, Claude & Figma Weavy

CERTIFICATIONS

- Claude 101 - Anthropic Academy 2026
- Foundations of UX Design - Google 2026
- Ethics of AI - MOOC 2026 - ongoing course
- Creative Writing Course - Xaviers College Mumbai, 2015

LANGUAGES

- Native English
- Advanced Hindi
- Basic Marathi
- Beginner Hebrew