

Tal Hayun

Senior Marketing & Visual Designer

PHONE +972-58-6625321
EMAIL talelhayun@gmail.com
LINKEDIN linkedin.com/in/talhayun
PORTFOLIO LINKS [Marketing](#) | [Product](#)

PROFILE

Design that makes complex products clear

Senior Marketing & Visual Designer with 15+ years designing digital campaigns, landing pages, product-launch assets and social content for global tech and consumer brands, across audio tech, fintech, gaming and FMCG. Turns complex product and marketing messages into clear, polished visual communication, working closely with marketing, product and development teams.



Professional Experience

2022-2026

Waves Audio | Senior Marketing, Graphic & UX/UI Designer

- Designed landing pages, product-launch campaigns, newsletters, banners and social assets for global audio products.
- Created cohesive campaign identities across web, email, social and product marketing channels.
- Partnered with marketing and product teams to translate technical product value into clear visual communication.

2018-2022

eToro | Social Media Designer

- Designed social media assets for a global fintech brand across Facebook, Instagram, Twitter/X and additional platforms.
- Created real-time concepts, GIFs, animations and campaign visuals responding to market, crypto and financial news.
- Adapted creative for multiple countries, languages and audience segments while maintaining brand consistency.

2017-2018

William Hill Online | Senior Web Designer

- Designed landing pages, campaign assets, banners and web experiences for online gaming brands.
- Collaborated with product, marketing and development teams in an Agile environment.
- Developed creative concepts and gamification ideas for promotional campaigns.

2011-2017

Jafora-Tavori | Senior Graphic Designer

- Designed packaging, labels, digital, e-commerce, print and promotional materials for consumer brands.
- Delivered end-to-end campaign assets across digital, print, ATL and BTL channels.
- Prepared production-ready files and managed print-quality control for local and international production.

2010-2011

Pangea Tools | Web Designer

- Designed web layouts, UI flows, presentations, learning materials and branded digital assets in close collaboration with developers.



Education

Mentor
After Effects
Web Design & Webmaster
InDesign

John Bryce
Multimedia & Visual Design

High School
Graphic Design Major



Tools

Figma
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe InDesign
AI-assisted creative tools



Core Skills

Marketing Design
Digital Campaigns
Social Media Design
Landing Page Design
Product Launch Assets
Visual Design
Brand Design
Motion Graphics
Creative Concepting
Web Design
UX/UI Design



Languages

Hebrew - Native
English - Professional