

Elianna Mayer Penkar

Brand Designer | Illustrator | Creative Marketing Designer

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🌐 website - portfolio

SUMMARY

Brand designer, illustrator, and creative marketing designer with a keen interest in storytelling, symbolism and metaphors. As a global citizen, raised in Mumbai and having lived and worked in Paris, London and Tel Aviv, I bring a unique perspective and cultural competency to my work. My work merges conceptual thinking and artistic execution, creating compelling brand narratives.

WORK EXPERIENCE

HYBRID, TEL AVIV | JUNE 2022 - PRESENT

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 touchpoints.
- 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 Midjourney and Sora for clients
- Conceptualized and implemented package designs for varied clients

GREAT DIGITAL - MASA PROGRAM, TEL AVIV | OCT 2021 - FEB 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

BRAND DESIGNER & ILLUSTRATOR, INDIA & UK | JAN 2018 - SEPT 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

WORK EXPERIENCE

TWO DESIGN STUDIO, MUMBAI | SEPT 2017 - DEC 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.*

SEENK, CREATIVE AGENCY, PARIS | MAY 2016 - SEPT 2016

Brand Design Apprenticeship

- *Crafted custom typography for rebranding project.*
- *Worked on various logo design concepts and refinements.*
- *Illustrated brand assets for rebranding project*

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.

EDUCATION

UNIVERSITY FOR THE CREATIVE ARTS, LONDON | 2019-2020

MA in Graphic Design (Distinction)

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

BA in Visual Communication

K.C COLLEGE, MUMBAI | 2011 - 2013

HSC in Commerce

SKILLS

Softwares

Adobe Suite, Figma & AI platforms such as Midjourney, Sora and Chat GPT

Languages

Fluent English, advanced Hindi, basic Marathi & beginner Hebrew