

LENNY ABERGEL

Graphic and product designer



CONTACT

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PERSONAL DETAILS

Tel - Aviv Yaffo

Date of Birth: 12.11.2001

Place of Birth: Paris, France

SKILLS

- Creative thinking and conceptual development.
- Task management and meeting deadlines.
- Strong personal responsibility and decision-making skills.
- Excellent interpersonal communication.
- Proficiency in digital design, UX/UI, and branding.

TOOL KIT

Figma

Wix

Adobe Creative Suite:

After Effects, Premier

InDesign, Photoshop, Illustrator

Generative AI:

Runway, Kling, Lovable

LANGUAGES

Hebrew (native), French (native)
English.

WORK EXPERIENCE

Digital Content & Marketing Manager

Lobaiv and Hoshen Electric & Lighting | 2022 - Present

- Designed and built two successful e-commerce websites using the Wix platform, tailored to the needs of two distinct retail businesses.
- Improved the website structure and user experience with a focus on intuitive navigation and seamless online ordering.
- The websites generate consistent orders and revenue, serving as key sales channels for both businesses.
- Manage daily operations of the websites: content updates, SEO optimization, promotions, and performance monitoring.
- Developed a full digital marketing strategy, integrating the websites with social media campaigns and other advertising channels.

EDUCATION

B.Ed.Des in Design and Education, Seminar HaKibbutzim | 2026

- Specialized in Visual Communication, with a focus on UX/UI and digital design.
- Developed projects across branding, typography, illustration, motion design, and product design.
- Hands-on experience in user-centered design, prototyping, interactive design, and visual storytelling.
- Explored generative AI and emerging technologies as part of creative and design processes.

Full Matriculation Diploma, Alliance High School – Tel Aviv 2019

- Advanced-level subjects: French, Psychology & Sociology.

MILITARY SERVICE

Military Service, Israeli Navy | 2019 - 2021

- Naval Control Operator, later promoted to Shift Manager and Supervisor.
- Led a team of control operators, managed communication and situational response
- Demonstrated leadership, responsibility, and decision-making under pressure.

VOLUNTEERING

Scout Youth Movement Instructor | 2016 - 2019

- Led and mentored dozens of youth, including members with special needs.
- Coordinated group activities and educational programs.