

Maria Lan

Graphic Designer | Visual & Brand Design

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Fluent: English, Russian, Hebrew

SUMMARY

Graphic designer with a background transitioning from electrical engineering into visual design. BA in Visual Communication, The NB School of Design, University of Haifa.

Skilled in branding, print and digital design, typography and illustration, hands-on experience building full brand identities and marketing assets for clients and events.

SKILLS

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Typography, Color Theory, Layout & Composition, Brand Identity, Illustration

Technical: Figma, AI-based Design Tools, Print & Digital Design, Social Media Assets

Soft Skills: Communication, Collaboration, Adaptability, Attention to Detail, Time Management, Creativity

EXPERIENCE

Freelance Designer 2023 - Present

- Delivered brand and visual design projects for international clients - translated client briefs into cohesive visual concepts across digital and print formats.

T2Med Hackathon >> Lead Designer Jan 2025 - Jun 2025

- Delivered full visual identity for Technion's hackathon as pro bono lead designer - brand assets, merchandise, design, social media graphics and promotional materials.
- Increased event visibility and participant engagement through cohesive branding across all touchpoints.

Sales Assistant, Adidas (Electra) 2018 - Present, Part-time

- Built strong client communication and presentation skills across languages while completing a degree.

EDUCATION

BA Visual Communication, The NB School of Design, University of Haifa *Graduated 2026*

BA Electrical Engineering, Technion 2019 - 2021

MILITARY SERVICE

Air Force Reception Coordinator

- Managed pilot accommodation facilities, providing 24/7 concierge services and ensuring optimal rest conditions. 2015 - 2017