

Ran Benazra

Multidisciplinary Designer and Creative Director

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Creative Profile

Designer focused on the strategic development and application of scalable Visual Systems. Expertise in leading Art Direction, defining Brand Identity, and managing cross-platform execution (digital, motion, and print).

Experience

Independent Designer / Creative Director

International · 2012 - Present

Delivering end-to-end solutions in Art Direction, Visual systems and Brand Strategy for a diverse international client base. Scope includes brand/campaign identity, editorial design, motion graphics, digital media applications and concept development for cultural, lifestyle, and tech clients.

Selected collaborations: Bani Interlingua, ABC iView, Museum of Contemporary Art Australia and various EU/AU clients and cultural / art projects

Education

Bachelor of Design in Visual Communication (B.DES), 2012-2016

Bezalel Academy of Arts and Design, Jerusalem, Israel

International Studies (Exchange Programs):

Haute école des arts du Rhin (HÉAR), Strasbourg, France, 2014-2015

Zürcher Hochschule der Künste (ZHdK), Zürich, Switzerland, 2014

Awards & Recognition

AICF scholarship for visual arts for 2016-17

The Herbert and Edith Meyers Prize in Package Design, 2015

Creative Focus

Creative Direction & Strategy · Defining visual systems, guiding brand narratives, and leading cross-disciplinary teams across identity and campaign work.

Digital & Motion · Shaping digital ecosystems through product design, motion language, and interactive storytelling.

Editorial & Print · Building tactile brand expressions through editorial, print, publication and book design.

Tools

Adobe Creative Suite (AE, AI, ID, PS) · Figma · Cavalry · Sketch · Cinema 4D · Final Cut Pro

Languages

Hebrew (Native) · English (Fluent) · German (B2)