

# Samantha Chetboul

[samanthachetboul.com](https://samanthachetboul.com)

[samantha.chetboul@gmail.com](mailto:samantha.chetboul@gmail.com)

(+972) 58-413-1243

Senior Graphic Designer with 8+ years of experience shaping brand identities, driving engagement through digital campaigns, and building scalable design systems. Skilled at blending creativity with data-driven strategies to deliver measurable impact.

## EDUCATION

### Udacity

Google Developer Challenge  
Scholarship: Front End Web Dev.  
2017–2018

### Interaction Design Foundation

Become a UX Designer from  
Scratch  
2017

### DePaul University, Chicago

BFA in Graphic Design  
2013 (Dean's List)

## INVOLVEMENT

### Keshet Junior Board, Chicago

Designer & Event Planner,  
2014–2018

### Chicago Department Of Public Health

Design Intern, 2012

## TOOLS

**Design:** Adobe CC (After Effects, Photoshop, Illustrator, InDesign), Figma, AI Tools (Sora, Freepik, Midjourney)

**Web & Workflow:** Wordpress, Elementor, Canva, Slack, Trello, Google / Microsoft Suite

## LANGUAGES

English: Native

Hebrew: Basic conversational

## EXPERIENCE

### ZoecialMedia, Israel

Senior Graphic Designer, 2024–2025

Promoted due to success and to lead new projects.

- Led branding and UX/UI for Seymour, a social listening tool.
- Built Sentrycs' employer branding identity on Instagram.

Graphic Designer, 2023–2024

- Designed social media campaigns (videos, GIFs, carousels, infographics) for 40+ clients, from startups to enterprises.
- Produced presentations and documentation for clients and internal teams.
- Introduced Figma to improve design workflow.

### Samanthachetboul.com, Israel

Freelance Graphic Designer, 2011–2023

Delivered branding, digital, and print design for startups, corporates, and nonprofits. Highlights include brand books, websites, social media campaigns, and event branding.

### Lightico, Tel Aviv

Marketing Designer, 2019–2021

- First in-house designer, shaping the company's brand identity and marketing design direction.
- Designed sales decks, website (10K homepage views and 200 clicks on the primary CTA monthly) and digital ad and social media campaigns while A/B testing.
- Co-created demo tool "VOJO," generating 15+ SQLs and 2 SALs bi-monthly.
- Built a library of eBooks, case studies, one-pagers, and infographics to support demand generation.
- Produced booth graphics for trade shows and branding for virtual events.
- Partnered with Sales to refresh and expand enablement materials, aligning content with business goals.

### Doona, Herzliya

Graphic Designer, 2017–2018

- Designed 2017 Christmas campaign in France, boosting online sales by 67%.
- Produced international digital, print, and packaging designs.

### Sears Holdings Corporation, Chicago

Email Campaign Specialist, 2015–2016

- Built and deployed email campaigns to 22M+ recipients.

### Jam Theatricals, Chicago

Junior Graphic Designer and Social Media Associate, 2014–2015

- Designed collateral and boosted Facebook engagement.