

MARINA FAJER

Graphic & Presentation Designer

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I made Aliyah independently from Brazil in 2014, driven by a deep sense of belonging and the dream of building a life in Israel. Since then, I have turned self-taught design skills, curiosity, and resourcefulness into a 10-year career in visual and presentation design, helping make complex ideas clear, engaging, and easy to follow. Today, I combine that experience with Figma and AI-assisted workflows, and am seeking a senior visual, presentation, or marketing design role where thoughtful storytelling and strong communication are valued.

EXPERIENCE

Visual & Presentation Designer + QA · Henry Stewart Talks — 2016-2025

- Turned raw, content-heavy presentations and audio recordings from professors and industry experts into clear, engaging audiovisual experiences, handling content structure, visual design, animation, audio editing, and synchronisation.
- Designed and quality-reviewed 500+ lectures and case studies for a subscription-based product used by institutions in more than 60 countries (including Cambridge, Columbia, and the University of London) helping thousands of students and researchers understand complex business topics.
- Established the professional visual standard for the Business & Management Collection and built reusable systems for recurring formats and multi-part series, documented through templates and a shared reference library that designers could use independently.
- Simplified production handovers and helped define the internal Talk Management System that replaced three unreliable Excel trackers, reducing unnecessary steps and the risk of lost information.
- Hired as the company's first professional designer in a pilot-role, proved the value of dedicated design expertise, helped grow the team from one designer to five, and raised its capabilities through weekly training, mentoring, and the creation of a design-principles guide used during onboarding.
- Used curiosity, resourcefulness, and editorial judgement to quickly understand unfamiliar subjects (e.g.: finance, governance and economics) and turn dense expert content into clear visual explanations without losing accuracy or nuance.

Graphic Designer · GameSmart — 2014-2015

- As Dr. Bingo's sole graphic designer under the Art Director, created all in-game pop-ups and Facebook campaigns, promotions, and announcements, raising the visual quality of the game's marketing while delivering content directly in Portuguese, Spanish, and English (without external translation) for Brazil and Latin America, its largest markets.

EDUCATION

Independent AI Projects · 2025 — Ongoing

Developed three self-directed product case studies (a job search agent, a productivity app, and a school communication hub) leveraging AI-assisted workflows to turn real-life problems into researched, designed, and functional prototypes across Figma, Lovable, React, Claude Code, and complex RTL interfaces

UX Design · Create — 2017

220-hour course on digital design and user experience principles.

BA in Marketing & Communications · ESPM, São Paulo, Brazil — 2011

Ranked #1 Marketing & Communications school in Brazil and a top-tier institution in Latin America. Awarded the Francisco Gracioso Award for Strategic Planning.

TOOLS & SKILLS

Design Skills · Visual design · Presentation design · Information design · Visual storytelling · Design systems · Typography · Layout · Animation · Audio editing

AI Skills · AI-assisted design workflows · Structured prompting · Rapid prototyping · Creative automation

Design & AI Tools · Adobe CC (proficient) · Figma · Canva · Adobe Express · PowerPoint · Keynote · Claude/Claude Code · ChatGPT · Gemini · Lovable · Adobe Firefly · Copilot for VS Code · HTML, CSS & JSON (reading & editing) · Apps Script (for Google Sheets) · GitHub

Languages · Portuguese (Mother tongue) · English (Fluent) · Hebrew (Fluent)