

ANNA AVIGAD

VISUAL DEVELOPMENT | ILLUSTRATION

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SUMMARY

Illustrator and designer with 10+ years of experience in illustration and graphic design, looking to apply strong visual storytelling, composition, and world-building skills as a Visual Development Artist.

EXPERIENCE

AWESOME PEPPERS, Founder

2014–Present

- Designed cohesive illustration systems across product lines
- Led full workflow from concept to production
- Applied visual storytelling to strengthen brand identity

SMILEBOX, Israel

2017-2020, Senior Illustrator / Graphic Designer

- Illustrated and designed unique greeting cards, invitations, emojis, templates, and icon sets.

SIDEKICK, Israel

2013-2016, 2D Concept Artist / Illustrator

- Developed 2D concept art, character designs, and UI for games and educational platforms, with assets translated into 3D and implemented in Unity for VR and 2D experiences.

SHAKE DESIGN TLV, Israel

2011-2013, Senior Illustrator & Designer

- Created illustration-driven branding and marketing materials, including logos, packaging, and commercial artwork, aligned with brand standards.

BARUCH NAE STRATEGIC BRAND DESIGN, Israel

2006-2011, Senior Illustrator & Designer

- Managed and led branding projects from concept through completion, collaborating with clients to develop brand identities, rebranding concepts, packaging illustration systems, character design, and visual assets including icons and marketing content.
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EDUCATION

Academy of Art University, San Francisco - MFA, Visual Development for Animation
Shenkar College of Engineering Design & Art (Israel), BA in illustration

SKILLS

VISUAL DEVELOPMENT

- Character Design, Environment Design, Visual Storytelling, Composition, Color & Mood

DESIGN & ILLUSTRATION

- Branding & Packaging Design, Surface Pattern Design, Typography

SOFTWARE

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign)

LANGUAGES

- English - Proficient. Russian, Hebrew, and Ukrainian - Native.
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EXHIBITIONS & AWARDS

2006 - America-Israel Cultural Foundation Scholarship

2025 - 1st Runner-Up, Animation Design, AAU Spring Show

2024 - Selected Artist, AAU Spring Show