

LER.KA

(a VISUAL DESIGNER)

I'm Lera Nikitin, a Creative and detail-oriented Visual Designer with experience in digital and print designs. Skilled in branding & creating engaging visual assets that enhance user experience.

Adept at collaborating with cross-functional teams to deliver projects that align with clients goals. Passionate about design trends, typography, and delivering pixel-perfect results that leave a lasting impression.

Education

2018 - 2022 B.DES (Int) Specializaion in Spatial Visual Communications
School of Design & Innovation, The College of Management Academic Studies

Experience

2025 present **Owner of Design Studio "LER.KA"**
multidisciplinay studio included branding, digital & web design, and 3d design.

2023-2025 **Graphic Designer & Art Director at Citymedia Advertising Agency**
*innovative visual concepts and leading creative projects from ideation to execution.
Skilled in branding, digital design, web design & print.
Worked with diverse clients such as Tel Aviv stock exchange, Amdocs, More Investment House, FRE skincare, Weizmann Institute and etc.*

2021 - 2022 **Graphic Designer at Sweetweet Advertising Agency**
including design packing, print, digital design & marketing

Internships

2022 **Intern at Wix Playground Academy (TLV)**
*Designed & developed a responsive design for a personal portfolio on Editor-X .
Participated in layout & photography workshops*

2021 - 2022 **Graphic Designer at "Studio In-House"**
Intern at the 'School of Design and Innovation' (Colman), working on branding for college events, conferences, and external collaborations.

Volunteering

2023-2024 **Project "Kalanivot"**
ilustrations as a gesture of solidarity and remembrance for the fallen at "Iron Swords"

"Hamal Izuv"
Voluntary design response for associations and private initiatives

ACHIEVEMENTSS

2023 **"Yoman Milhama Visuali" exhibition at Yara Open Studio**
A special exhibition documenting events from the October 7th

2022 **Jerusalem Design Week 2022**
Participated in the installation "Jeruscope" of the College of Management

2022 **T-shirt Design For ADIDAS Competition**
International project for the flagship store in Tel Aviv

MILITARY SERVICE

2017 - 2019 **Service In The Intelligence Unit Of The Home Front Command**
Certificate of excellence at the end of the Service

LANGUAGES

Hebrew & Russian (Native)
English

KNOWLEDGE

*Illustrator
Photoshop
Adobe XD
Indesign
Figma
Blender
Wix platform*

SKILLS

*Branding
Print
Visual Communication
Typography
Web Design
UX-UI
3Ds Rendering
Conceptual Thinking*