

Gaël Raccah

Graphic Designer & Brand Specialist

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PROFILE

Strategic and versatile Graphic Designer specializing in visual identity systems, digital content expansion, and environmental design. Experienced in developing brand identity across digital platforms, architectural environments, and media channels.

PROFESSIONAL EXPERIENCE

Graphic Designer & Content Creator

2024 – 2026

[WSC Sports](#)

- Developed and scaled visual identity systems and content strategies across digital touchpoints, including YouTube, mobile applications, Instagram, and web platforms.
- Crafted high-impact visual media for leading global sports brands, including LaLiga, ESPN.nl, and the US Open.
- Translated core brand values into cohesive visual assets designed to expand reach and drive audience engagement.

Graphic Designer

2023 – 2024

[Studio Luka](#)

- Designed environmental graphics and comprehensive signage systems tailored to commercial and physical spaces.
- Worked directly with complex architectural plans to ensure technical accuracy and spatial integration.
- Collaborated with cross-functional teams to deliver functional wayfinding and spatial design solutions.

Manager & Social Media Designer

2018 – 2023

[Pizza Linga](#)

- Managed daily operations, personnel, and customer service standards.
- Designed local social media content and promotional campaigns to build brand visibility and engagement.

EDUCATION

The NB Haifa School of Design

Design Studies
2017 – 2021

Wizo Nir Ha'Emek

High School Diploma, Electronics Major
2008 – 2011

LANGUAGES

Hebrew Native / Fluent
English Professional

SOFTWARE & SKILLS

Design & Editing

Adobe Photoshop, Illustrator, Premiere Pro,
Lightroom, Figma, Procreate

AI & Creative Tools

Claude Design, Lovable

Specializations

Visual Identity & Brand Strategy,
Environmental Graphic Design, Signage &
Wayfinding, Social Media Content Creation