



PORTFOLIO



www.ben-jacob.com

This portfolio contains mostly corporate work from my last 5 years as Senior Brand Designer and Art Director at Cellebrite LTD. Additionally I have included a couple of previous freelance projects. All other design work can be found on my website: www.ben-jacob.com

*This portfolio and its contents are confidential

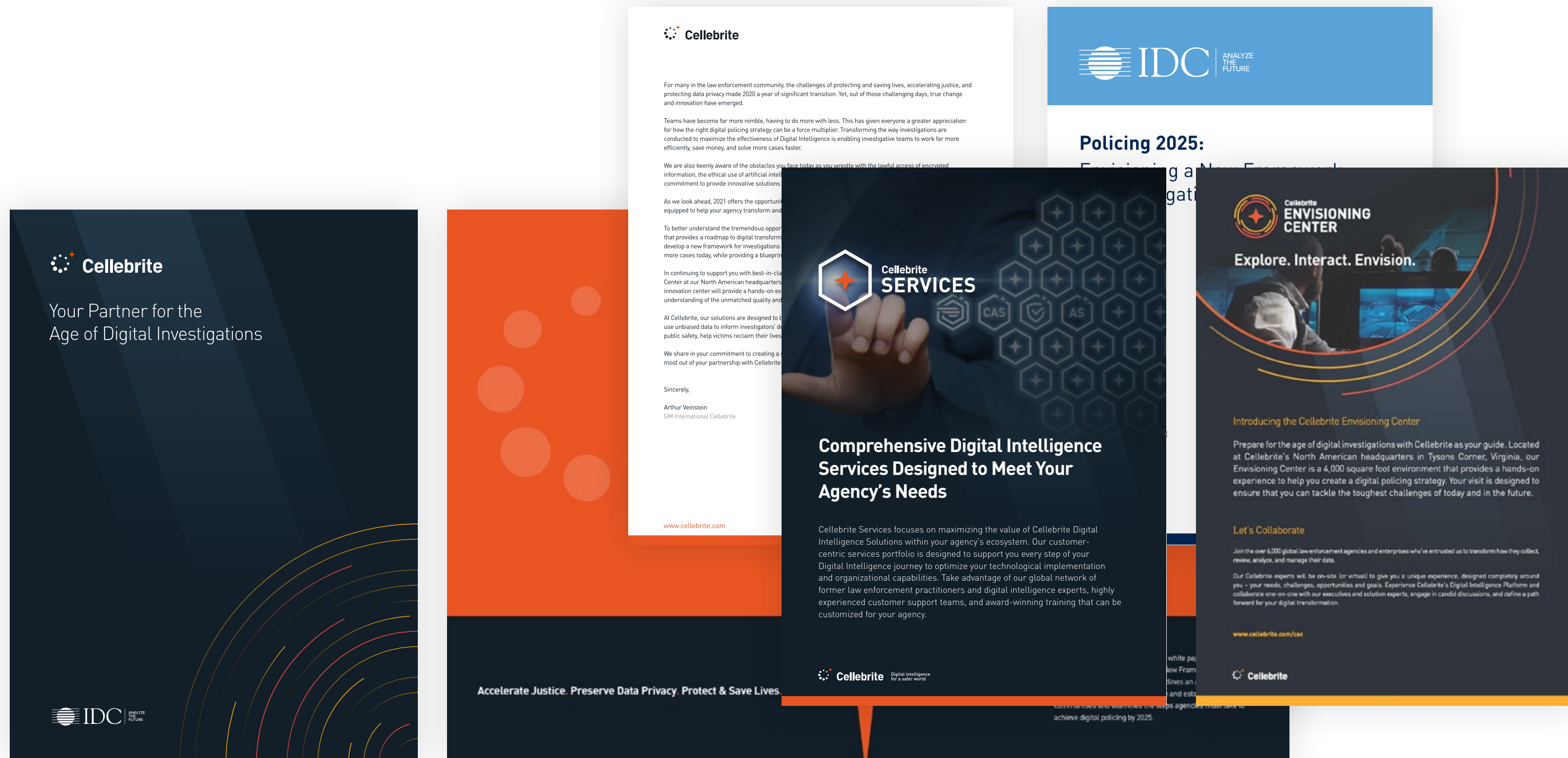
CELLEBRITE INVESTIGATIVE TECHNOLOGY MAGAZINE: Tel Aviv, Israel (current employer)

This project was produced with my team over the second quarter of 2022 whilst in my new role as Art Director. Here I art directed and assisted to produce this first of its kind magazine produced by the company for distribution at global events.



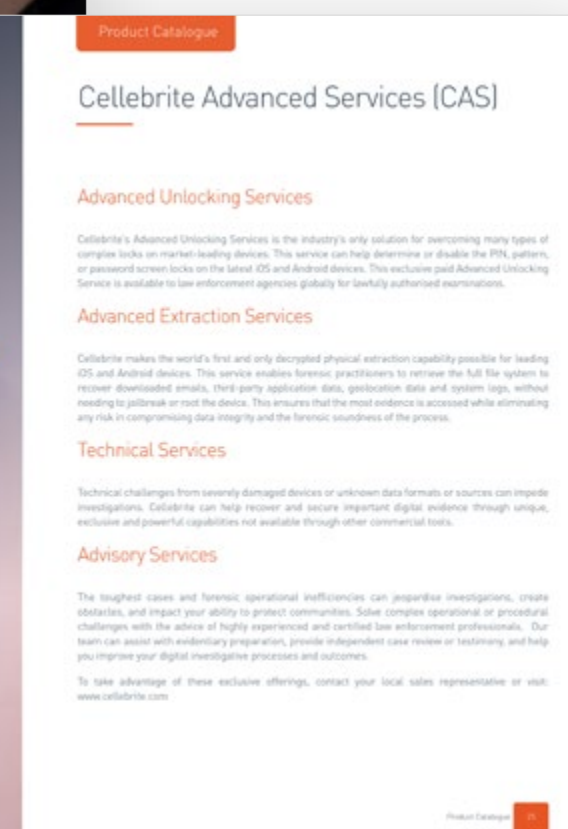
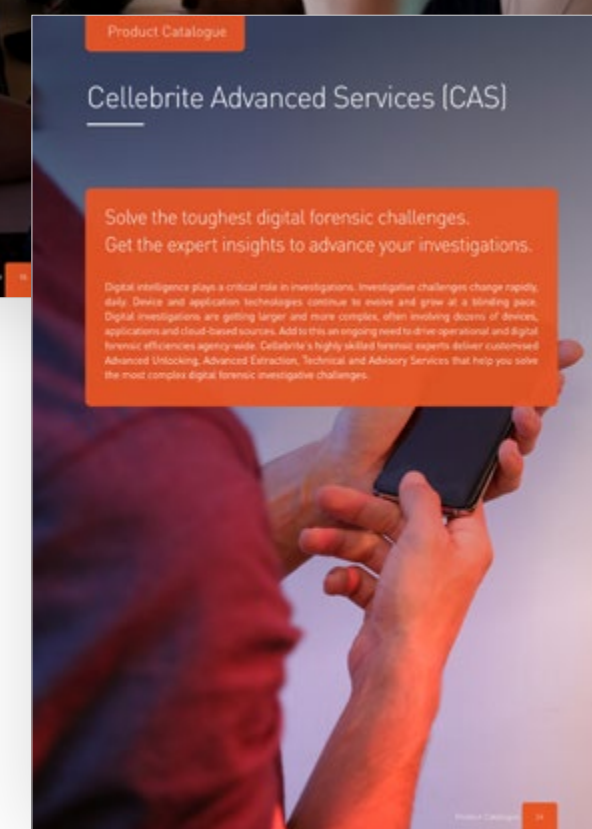
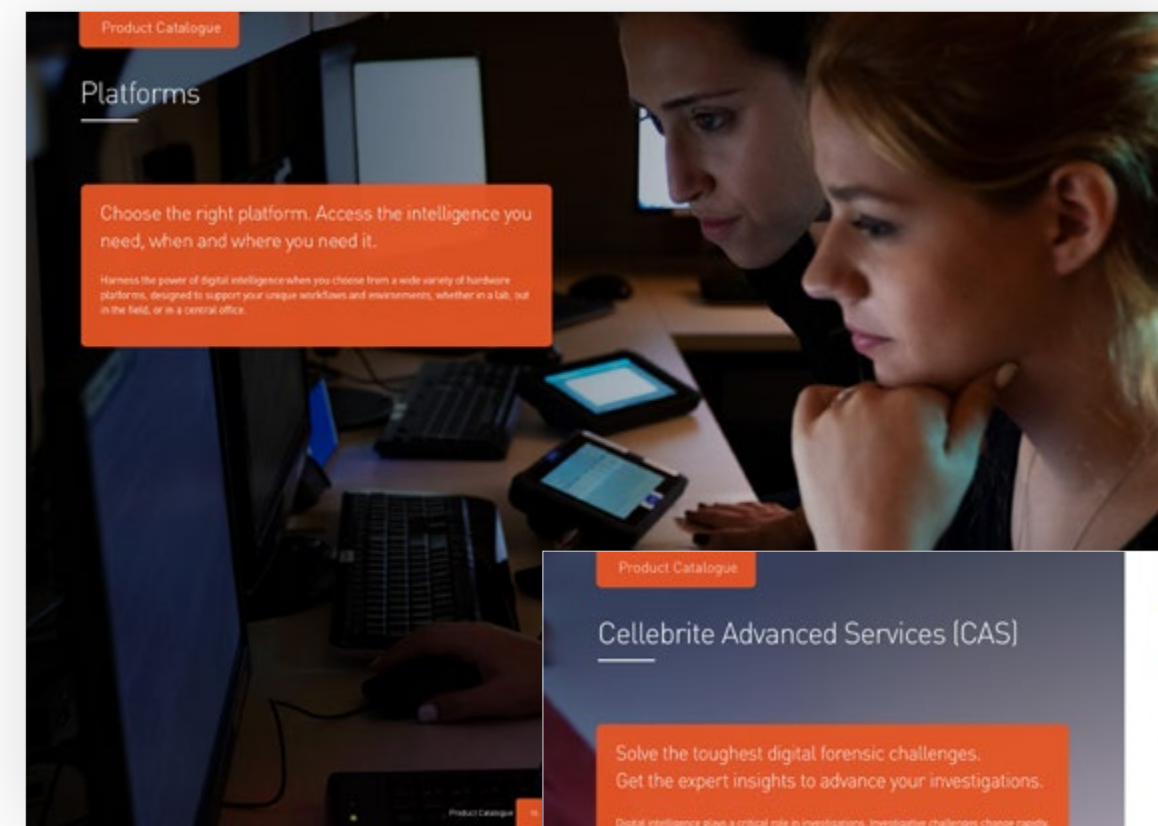
CELLEBRITE DIGITAL POLICING 2025 GLOBAL MAIL-OUT: Tel Aviv, Israel (current employer)

For this project, I had to create 3 documents and a folder for the Digital Policing 2025 campaign. After the content was approved, we created a branded design scheme for the package. The package was then translated to 4 languages.



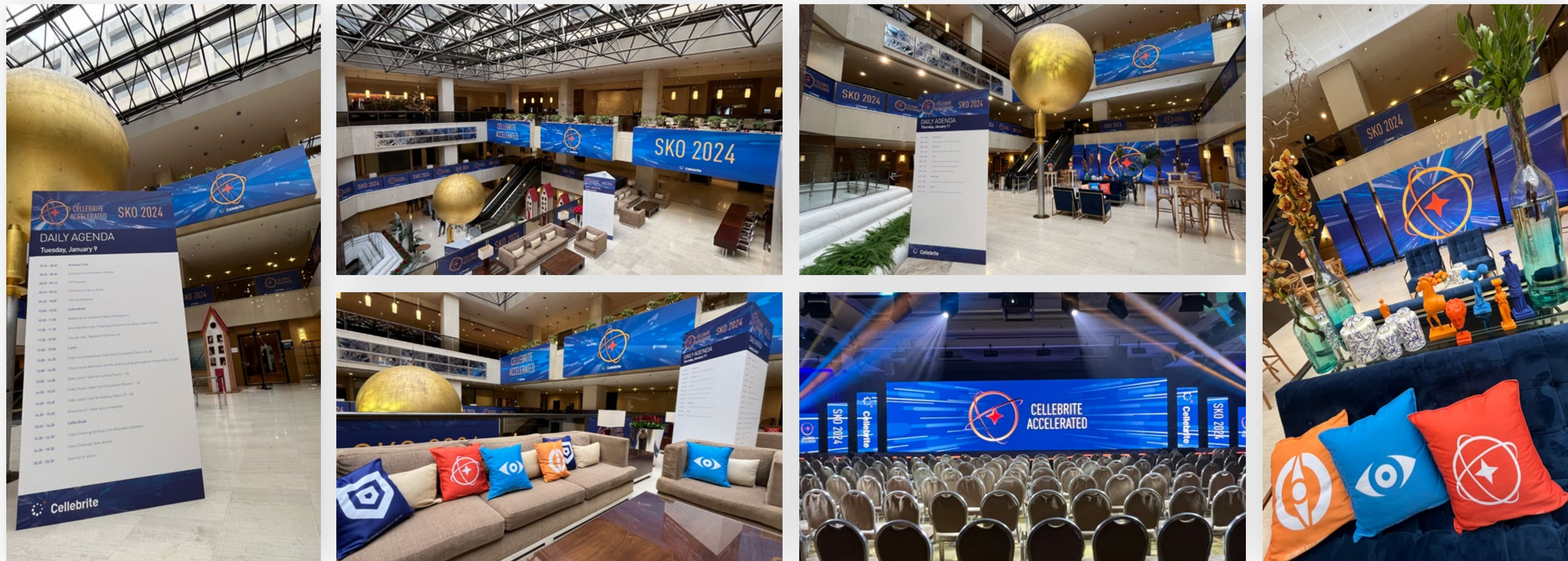
CELLEBRITE PRODUCT CATALOGUE: Tel Aviv, Israel (current employer)

For this project, I had to create 3 documents and a folder for the Digital Policing 2025 campaign. After the content was approved, we created a branded design scheme for the package. The package was then translated to 4 languages.



CELLEBRITE SKO 2024: Athens, Greece (current employer)

This year our SKO theme was: "Celebrite Accelerated". The event was at the Intercontinental hotel in Athens. I conceptualised the visual theme, and art directed the design, coordinating the production of all necessary assets. The assets produced included, large format wall banners, invitations, social media banners, menus, signs, lighting, bar and podium design, video screens, cushions and much more.



CELLEBRITE SKO 2023: Jerusalem, Israel (current employer)

As Art Director, I produced the design and concept for the event theme: "Challenge - Modernize - Subscribe". The event went over 3 days, at the David Intercontinental hotel in Jerusalem, Creating the visual theme of a rocket that was reaching for the stars. The star, being our company emblem. The task meant design and coordination as well as overseeing production of all necessary assets. The assets produced included, large format wall banners, invitations, social media banners, menus, signs, lighting, bar and podium design, and much more.



CELLEBRITE SKO 2020: Tel Aviv, Israel (current employer)

As senior designer, I produced the design and concept for the event theme: "We are Digital Intelligence". The event went over 3 days, at the Intercontinental hotel in Tel Aviv. I was given the task to come up with the visual theme, and design and coordinate production of all necessary assets. The assets produced included, large format wall banners, invitations, social media banners, menus, signs, lighting, bar and podium design, and much more.



CELLEBRITE GLOBAL EVENT DESIGN: Tel Aviv, Israel (current employer)

In my role as senior designer and art director at Cellebrite I have been responsible for their global trade-shows and events. This involves me adapting the event messaging and design, to current branding, and creating booths that are clean, communicative and that pop. My philosophy here is minimal messaging, bold colours and graphics that utilise our brand elements.



CELLEBRITE RE-BRAND 2023: Tel Aviv, Israel (current employer)

During the course of 2022-23 I initiated a re-brand of our current products and overall look and feel, in order to simplify the visual identity and create a more sophisticated and timeless visual identity. This included the visual styling of all our product names, our app icons, and all collateral as well as a new pattern of pixels, which told a story illustrating the one piece of digital evidence.

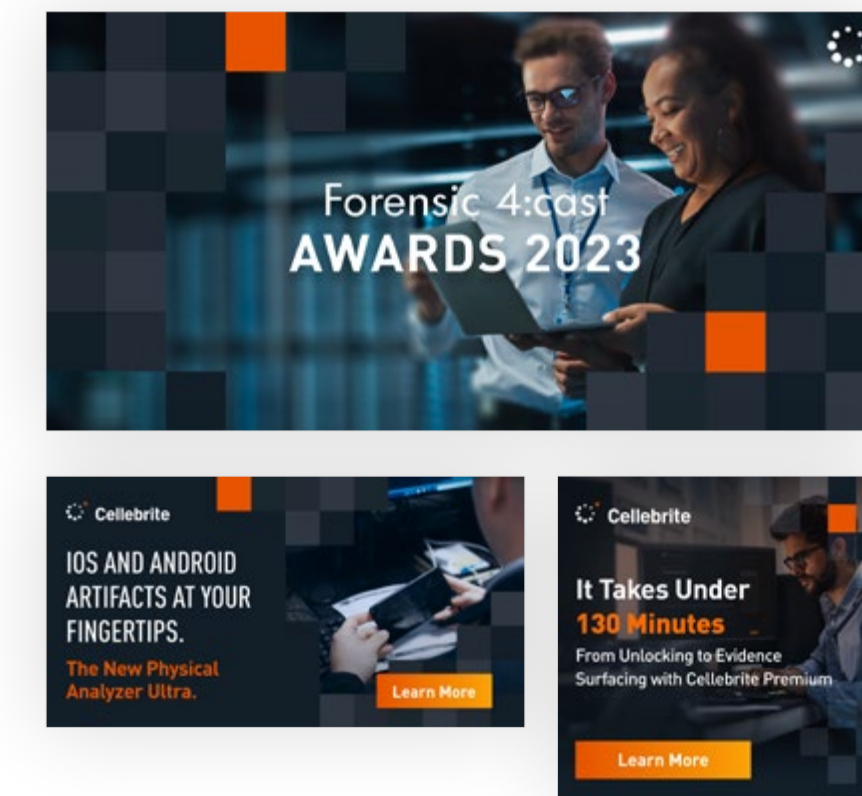
> Print Product Documents



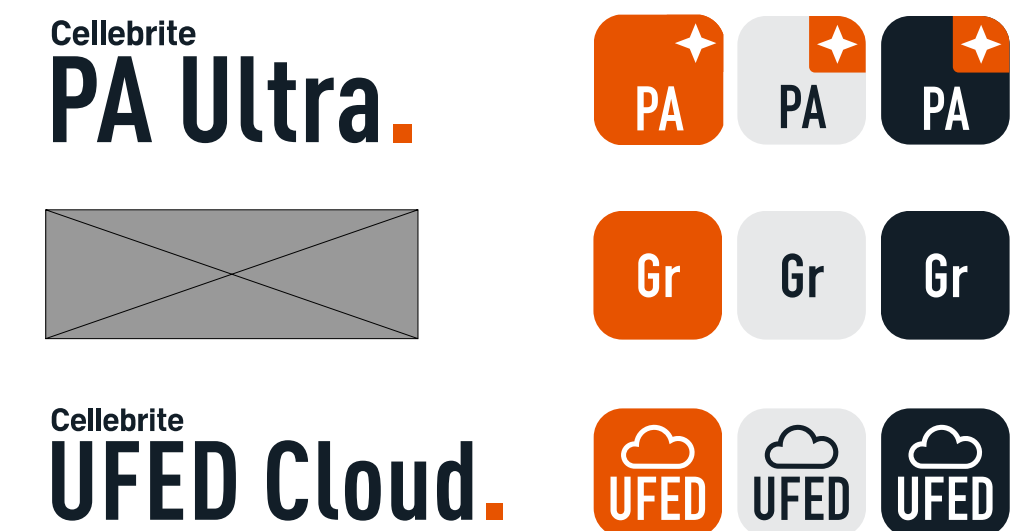
> Magazine Print Product Advertisement



> Social and digital banners



> New Product Logos and App Icons



PORTFOLIO Branding

CELLEBRITE INTERNAL TEAM MIXED SUB BRANDS: Tel Aviv, Israel (current employer)

Here is a selection of logos that were created for internal teams such as HR and / or product sub brands. Logos were created followed by different pieces of collateral depending on the need. The collateral pieces, ranged from emails and social posts, to t-shirts and postcards or hang or rollups.



Thank You

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Branding & Design

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