

# ROYI BERKOVITZ

Senior Product & Marketing Designer

Philadelphia area, PA | Open to Hybrid / Remote

## Summary

Strategic Product & Marketing Designer with 8+ years of experience combining UX, branding, and growth execution to improve business performance. Hands-on and solutions-oriented, with a proven ability to turn ideas into high-performing digital experiences, smarter systems, and measurable results.

## EXPERIENCE

### Marketing Manager | Huliot Storage Solutions | 2022–2025

- Repositioned company from low-margin commodity products to premium custom solutions.
- Led website, catalogs, showroom presentation, and trust-building customer assets.
- Implemented automations that improved lead follow-up and internal sales efficiency.
- Supported growth with 5.18 ROAS and stronger first-time order values.

### Project Manager / Brand Execution | Web3D | 2025–Present

- Manage digital projects from kickoff to launch across multiple client accounts.
- Coordinate designers, developers, and stakeholder expectations.
- Support branding execution and creative direction for selected clients.

### Designer & Growth Support | Alisa Sheinson LightArt Studio | 2018–2020

- Improved digital presence through website, branding, and social media upgrades.
- Helped turn online visibility into showroom visits and sales opportunities.
- Supported creative assets and customer-facing materials.

### Operations Manager | EL AL Security (Romania) | 2013–2017

- Managed a 12-person operational team in a high-responsibility airport environment.
- Oversaw scheduling and workforce coordination for 60+ staff members.
- Maintained efficiency and accountability under strict standards.

### Retention & Marketing Associate | eTeacher Group | 2010–2011

- Created a revenue recovery initiative through external legal partnerships.
- Helped recover tens of thousands of dollars in lost contract revenue.

## EDUCATION

**B.A. in Communication & Management** | The College of Management Academic Studies

**UI/UX Design Diploma** | Holon Institute of Technology (HIT)

**M.A. in Communications & Business Administration** (Partial completion) | ASE Bucharest

WEB / ECOM

DESIGN

AI WORKFLOW

AUTOMATION / PM

#### LANGUAGE SKILLS

EN | Fluent in speech & writing.

HE | Native speaker. Taught Hebrew.

FR | Conversational level.