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## Curriculum Vitae

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Senior designer experienced in publishing and advertising, UI design, online products as well as marketing, identity, Social Media and integrated solutions.

Educated to a Master's Degree from The University of the Arts London. Based in Israel since 2009 and working with Start-ups, PR and marketing executives. Involved in voluntary work for a refugees organisation in Tel Aviv.

I help businesses reach their potential through design.

## Employment

### Freelance Designer

#### October 2009 to date - Israel

Designing online and print projects. UI for mobile apps and websites as well as books, identity and marketing products for clients from start ups, fashion and aid organisation.

Main clients include:

**Shimeba.** A start up specialising in indoor navigation in public spaces. Designing UI and maps for real time navigation apps. A user can search for a destination. After the current location is determined the user is escorted step by step to the destination. This model was deployed to shopping centres and hospitals across Israel with an additional stationary touch screen interactive kiosks.

Also designed UI and identity for a driving entertainment trivia app that feeds questions, music and historical facts based on the car's location.

**Roadio.** Part of Shimeba. Designing UI, identity and illustrations for a family travel entertainment app. Roadio transmits trivia, historical facts, music and questions according to the user's location.

**Nonna Books.** A self initiated project documenting and preserving family histories. Collaborating with a writer to interview families and come up with a unique and personal concept for their books. Books include images, designed migration maps and time-lines that are integrated with emotional stories.

**ASSAF.** Aid organisation for refugees and asylum seekers in Israel. Designing Annual Reports and activities papers. Working closely with the General Manager and Activities Officer to produce visually enticing reports with a clear and consistent design language that are submitted to the European Union and other funding bodies.

**The Mariinsky Theatre.** Opera and Ballet Group from St Petersburg, Russia. Design and art direction for programmes, invitations, marketing and advertising material for UK Tours. Working directly with the director and a writer to tight deadlines. Projects include concerts for The Royal Opera House and Windsor Castle.

**The Marker.** Daily Financial newspaper. Worked alongside a team of editors and designers to create page layouts and special features to rigid deadlines.

**Additional clients include: Gymind,** branding and internet design for a leading fitness and nutrition consultant.

**Lalitah,** branding, marketing and web design for a traditional Mexican kaftans shop. **Briit,** branding and web design for a UK based fashion brand. **Coryvo,** branding and UI design for a music app.

#### April 2005 - October 2009 UK

### Freelance Designer

Designer for print and online projects and well as design for advertising and marketing. Main clients include:

**The Mariinsky Theatre.** Opera and Ballet Group from St Petersburg, Russia. Art direction and design.

**Balance Marketing and PR.** A successful freelance pitch which lead to a 5 months contract. Designed presentations, agency marketing collateral and other digital projects.

**London Design Festival 2008.** Website content manager and email newsletters. Improved site experience and navigation while adhering to brand guidelines. Briefed photographers on daily shoots and managed of the Festival's image bank.

**Luxtotta Group. Sunglass-hut, David Clulow opticians.** Design and production of marketing collateral for a UK and Ireland stores. Including Flash banners, screen based promotional and training material and in-store POS. Enhanced brand awareness and introduced audiences to latest collections. In close contact and continuous conversation with marketing and PR managers.

**Dorling Kindersley in collaboration with the Financial Times.** Art director. Designed templates and style guides. Worked closely with the authors and editors and overseen 2 designers.

### **Senior Designer**

**August 01 to April 05.**

**Doner Cardwell Hawkins.** Advertising Agency. Worked with the Creative Director and creative teams to develop advertising concepts. Designed layouts, press and outdoors advertising, POS, marketing collateral and corporate identities. Overlooked 3 art workers. Involved in organising events and displays. Helped the agency win new clients through successful pitches. **Clients:** Blockbuster, Casio G-Shock, Du-Pont, SeaFrance, Threadneedle Investments, Fullers Beer, Young's Fish, Valdivieso wines.

### **Freelance**

**April 1998 - August 2001**

Main clients include:

**UEFA Champion's League-Design Team.** Designed manuals, brochures and all printed material for the 2000 season. Overlooked a junior designer. Worked from London in close communication with head office in Geneva.

**Dorling Kindersley Travel Guides.** Art Editor. Designed books to publishers' unique guidelines. Sourced images, commissioned illustrators and cartographers for their Eyewitness travel guides and encyclopedias.

## **Education and Training**

**MA Design Management. London College of Communications, University of the Arts London.**

**2007 - 2009**

Acquired knowledge in project management, intellectual property laws, research methods, and strategic design management. Written a final major project which researched the relationships and work processes between graphic designers and small and medium size business in Israel using the UK. Provided practical suggestions to implement in the industry and in universities to help raise awareness of design value and generate business growth. Acquired analytical research skills, enhanced problem-solving skills and the ability to draw informed conclusions. Enhanced communications skills and gained a deeper understanding into the industry.

**New Creative Venture. London Business School.** A ten weeks external module

**2008**

Gained an in-depth insight to the business and operational side of the creative industry in the UK. In parallel with lectures, arts and business students collaborated to develop a creative venture through research and planning. The idea was presented as a profitable business plan to a panel of investors.

**BA Hons. Visual Communications Design. Middlesex University.**

**1990 - 1991/1995 - 1997. London.**

Design skills, communicate ideas and information through magazine design, typography, corporate identity, information design, advertising, editorial design, packaging, exhibition design, and editorial photography. Projects designed through research and analysis using a wide spectrum of approaches.

**Graphic Design Courses School of Visual Arts/Fashion Institute of Technology.**

**1989 - 1990. New York.**

Gained an initial design understanding and acquired basic design skills. Involved in various course modules including Elements of Typography, Mechanical Paste-up, Basic Graphic Design, Colour theories, Marker Rendering, life drawing and etching.