
Curriculum Vitae

Senior Designer & Creative Consultant

Profile

Senior multidisciplinary designer with an MA from the University of the Arts London and over two decades of international experience spanning print, publishing, advertising, UI/UX, and brand identity. Based in Israel since 2009, partnering with start-ups, marketing executives, and PR firms to deliver impactful, integrated design solutions. Helping organisations scale and communicate effectively through design.

Skills

Graphic Design, Art Direction, Brand Identity, Editorial Design, Typography, Web Design, UI/UX, Marketing Collateral, Exhibition Design, Wayfinding, Signage.

Core Expertise

- **Publishing & Editorial:** Art direction, book design, complex typography, financial press layouts, and large-scale document production.
- **Brand & Marketing:** Corporate identity, integrated campaigns, social media assets, presentations and marketing collateral.
- **Digital & Product Design:** UI/UX for mobile apps and websites, digital products, interactive kiosks and online platforms.
- **Experiential & Spatial Design:** Wayfinding systems, exhibition displays, and in-store point-of-sale (POS) materials.

Professional Experience

Freelance Senior Designer

October 2009 – Present | Israel

Delivering comprehensive online and print solutions for clients ranging from high-growth start-ups to institutions and NGOs.

Central Park: Designed comprehensive wayfinding systems, static and digital tariff displays, and marketing materials for Israel's leading parking management firm across 50+ locations.

Shimeba & Roadio: Spearheaded UI design, brand identity, and custom illustrations for real-time indoor navigation apps and family travel entertainment platforms. Developed interfaces deployed across shopping centers and medical centres nationwide, including interactive stationary kiosks.

Nonna Books: A specialised biographical project preserving family histories, designing custom migration maps, timelines, and narrative layouts that blend emotional storytelling with bespoke book design.

ASSAF (Aid Organization for Refugees): Designed annual reports and activity papers submitted to the European Union and international funding bodies, establishing a clear, professional visual language.

The Mariinsky Theatre (UK Tours): Provided art direction and design for high-profile opera and ballet programs, invitations, and marketing collateral for prestigious UK venues, including The Royal Opera House and Windsor Castle under tight deadlines.

The Marker: Collaborated with editors and design teams on daily financial newspaper layouts and special editorial features under rigid publishing schedules.

Select Additional Clients: Gymind (Branding & Web Design), Lalitah (Kaftan Boutique Branding & Web), Briit (UK Fashion Brand Identity), and Coryvo (Music App UI/Branding).

Freelance Designer

April 2005 – October 2009 | United Kingdom

Luxottica Group (Sunglass Hut / David Clulow): Design and production of marketing collateral for UK and Ireland retail locations, including Flash banners, training screens, and in-store POS to drive brand awareness.

Dorling Kindersley & The Financial Times: Served as Art Director, designing layout templates and style guides while overseeing teams of authors, editors, and junior designers.

London Design Festival (2008): Managed website content and email newsletters to optimize user experience, oversaw daily photography briefs, and maintained the festival's digital image bank.

Balance Marketing & PR: Won and executed a 5-month contract delivering high-impact client presentations and agency marketing collateral.

Senior Designer

August 2001 – April 2005 | Doner Cardwell Hawkins Advertising Agency (UK)

Collaborated with Creative Directors to develop multi-platform advertising concepts, press campaigns, outdoor advertising, and corporate identities. Supervised a team of three art-workers.

Key Clients: Blockbuster, Casio G-Shock, DuPont, SeaFrance, Threadneedle Investments, Fuller's, Young's Fish, and Valdivieso Wines. Contributed key visual assets for successful new business pitches.

Freelance Designer

April 1998 – August 2001 | United Kingdom

UEFA Champions League: Designed official manuals, brochures, and print collateral for the 2000 season, communicating directly with the Geneva headquarters while supervising junior staff.

Dorling Kindersley Travel Guides: Worked as Art Editor for world-renowned Eyewitness travel guides and encyclopedias, commissioning illustrators and cartographers to meet strict publishing guidelines.

Education & Credentials

MA in Design Management | London College of Communication, University of the Arts London (2007–2009)

Focus: Strategic design management, intellectual property law, and project management. Final project researched relationships between graphic designers and SMEs in the UK and Israel.

New Creative Venture Module | London Business School (2008)

Collaborated with business and arts students to develop and pitch a profitable commercial venture to a panel of investors.

BA (Hons) in Visual Communications Design | Middlesex University, London (1985-1990)

Graphic Design Courses | School of Visual Arts / Fashion Institute of Technology, New York (1983-1984)