
Curriculum Vitae

Senior designer with initial experience publishing and advertising in London. Progressed to UI, online products as well as marketing, identity 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.

Nonna Books. A self initiated project that deals with documenting and preserving family histories. Collaborating with a writer to interview families and come up with a unique and personal concept for the books. These 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 while on 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. **Keren Naftali**, website design and advertising for an Israeli Fashion Designer. **Physics Faculty -Israel Institute of Technology**, Design Consultancy and UX for the faculty's new website. **Fay Design Studio**, art direction for an eCommece website

April 2005 - October 2009 UK

Freelance Designer

Main clients include:

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

Martin Robeson Public Affairs. Branding and marketing products for new retail developments to support leading retailers, investors and property developers win tenders across the UK.

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

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

Luxottica 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 of key marketing models, project management, intellectual property laws, research methods, and strategic design management. Final major project included a research into relationships and processes between graphic designers and small and medium size business in Israel using the UK as a benchmark. Provided practical suggestions to implemented 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.

Gained 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.

Part time 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.