

EDUCATION

- 2023-present **Student at Royal College of Art**, London, UK - MFA Communication
- 2023 **Edmond de Rothschild Center's** professional development program, Tel-aviv Jaffa, IL
- 2018-2022 **Student at Holon Institution of Technology (H.I.T)**,
Department of Visual Communication
- 2021 **Student at Design Factory International**, Hamburg, Germany
Department of Visual Communication
- 2009-2014 **Ironi Alef, School of Art**, Tel-aviv Jaffa, IL. Major- Art and Biology

ARMY SERVICE

- 2016-2017 **Commander in the Psychotechnic Department**
- Managed a team of 13 individual soldiers, providing personalized support through weekly one-on-one meetings, coordinating weekly team gatherings, and resolving personal and professional challenges.
 - Constructed tailored career advancement plans for each team member and for the department
 - Additionally, responsible for schedule planning, curriculum development, and optimizing interview processes
- 2015-2016 **Psychotechnical Interviewer**
- Regularly conducted interviews, averaging approximately 4 interviews per day, which involved thorough analysis and the preparation of interview reports and summaries

WORK EXPERIENCE

- 2023-present **Designer at "Leaders"** - Influencer marketign group, Tel-Aviv Jaffa, IL
- Monthly gannt design for recurring clients
 - Video editing
 - Strategic thinking on enhancing and evolving graphic language for social media
 - Conducted conversations with diverse company workers concerning conceptual design and the development of visual language.

2022-2023 **Designer at "& A Loving Mother"** - Creative Agency, Tel-Aviv Jaffa, IL

- Engaged in ongoing collaboration with the Jewish Agency, encompassing the design of stories and posts, video editing, and website design
- Collaborated with various management teams within the Jewish Agency
- Edited and designed graphic content for user-generated videos (UGC)
- Involved in the creation of presentations and website design for "& A Loving Mother"

2021-2022 **Designer at "Igloo Creative House"** - Animation Studio, Tel-Aviv Jaffa, IL

- Creation and design of storyboards
- Responsible for design work and animation assignments for the company
- Collaborated effectively with in-house designers
- Worked under the guidance of the Art Director and Creative Director

2018-2021 **House photographer of the "Shaffa Bar"**, Tel-Aviv Jaffa, IL

2020 **"KAMI"- Boutique fashion line**, included hand made embroidered T- Shirts and dresses. Sold online
Design, tailoring, marketing

VOLUNTEER WORK

2023 **Design consultant at "Design Terminal"** - "OUTBOX" association, Bat-Yam, IL

2014-2015 **Pre army service year at "The Open Space Farm"** - Therapeutic farm, Kfar Shmuel, IL

- Working with at-risk youth, children with special needs, and autistic children
- Participated in team meetings
- Provided support in the day-to-day management of the farm

EXHIBITIONS

2020 **"RE-START", group art exhibition** - Curator and participant artist, Shaffa, Tel-Aviv Jaffa, IL

2020 **Participating artist, "Simply Live Your Life" magazine** - photography magazine created by "Merck Company" in order to raise awareness of multiple sclerosis

2019 **"Contour", group photography exhibition** - curator and participant artist, Jaffa Theatre, Tel-Aviv Jaffa, IL

ADDITIONAL INFORMATION

Language Hebrew - mother-tongue
English - excellent

Computer skills Mac OS and Windows | Photoshop | Illustrator | InDesign
Lightroom | Premier | After Effects | AAdobe XD | Figma