
Work Experience

2018 - present

Experience Advisor for “Feedback” dance performance

Experience and UX design for a biofeedback based performance, that combines psychology treating methods with live dance.

2012 - 2018

Senior UX Designer at Wix.com

Creating wire frames, visual language and final designs for web and mobile platforms. As part of my job, I need to deeply understand the needs of users, characterize and design complex systems in a simple way, and to work on a daily basis with product managers, developers, QA and other designers.

2011-2012

Graphic Designer at Studio NYLON

Boutique branding studio for Israeli SMBs. Creating print materials, typography, image making, posters and logos. I worked with clients like Arcosteel, Tel Aviv Port Market, Ariel Sharon Park, Rina Zin and more.

2010 - 2011

Designer at Roni Arnon PR and New Media

Facebook tabs design, landing pages, posters and printed products for corporate clients, including zip Fashion, Ronen Chen and Golf & Co.

2008 - 2010

Assistant of Dan Reisinger

Personal assistant of Dan Reisinger, a pioneer of Israeli graphic design, and Israel Prize laureate for design. Assisting in computer programs, branding, exhibitions, posters and catalog designs, from the concept to production.

2008 - present

Independent Work

Designing branding materials for small companies, music shows, art exhibitions and friends.

Volunteer Work

2014 - present

Interaction Designer and co-manager at Fugara Group

Fugara is an independent multidisciplinary art group based in Israel. We create large scale installations that combines art and technology.

2013 - 2014

Aeronautical Education Center

Graphic design for aviation education center for distressed youth.

2011 - present

The Social Economic Academy

Graphic design for the academy events, website design, and branding of the Labor Film Festival every May in Haifa.

2008 - 2009

Annual Feminist Conference

Graphic identity and print design for a yearly conference about feminism.

2009 - 2011

Aid Organization for Refugees and Asylum Seekers in Israel

Helping refugees in their encounters with the state authorities, including visits to state offices, and organizing activities for children.

Education

2016 - 2018	Psychology Student, Tel Aviv University
2007 - 2011	B.Design with honors from Shenkar College of Engineering, Design & Art Visual Communication department, specialization in print. Excellency for 2008, 2010
2009 - 2010	Exchange student at the HAW Hamburg, Germany Specialization in print and typography
1996 - 2002	Jerusalem High School for The Arts High school diploma with matriculation exam in theater
1999 - 2002	The Israel Museum, Jerusalem Matriculation in visual arts

Exhibitions

2018	Night Light Festival, Tel Aviv
2018	Burnerot Event, Yeruham
2018	Lumina Festival, Portugal
2018	Treasure Art Exhibition, Amsterdam
2018	Jerusalem Light Festival, Jerusalem
2018	Florentine Designers Exhibition, Tel Aviv
2017	White Night TLV, Tel Aviv
2016	Asufa Design Exhibition, Tel Aviv
2015	Midburn Event, Negev
2013	Dribble Exhibition, Tel Aviv
2011	Graduation Exhibition, Shenkar College of Engineering, Design and Art
2011	Interplay - Design Space Gallery, Tel Aviv
2010	Motion Steel - Naim Studio, Tel Aviv
2007 - 2008	ARTISHOWk - Comfort, Tel Aviv

Military service

2002 - 2006	Military service as a first lieutenant in the Intelligence Corps
2004	Force excels
2006	Team Commander in The IDF Officers School

Tools

Adobe cc:
Photoshop, Illustrator, Indesign
Tutor for Adobe programs
Sketch, HTML, CSS (basic)

Languages

Hebrew	Speaking, reading and writing - fluently
English	Speaking, reading and writing - fluently
German	Partially
