

ABOUT ME

I am a creative professional with a master's degree in art directing from ELISAVA Barcelona. With over 6 years of experience in design, I have led teams, developed creative strategies, and delivered impactful projects across digital, social, and fashion productions. Passionate about storytelling and innovative design, I aim to drive transformative projects and inspire creative excellence.

WORK EXPERIENCE

Studio 0815 Ltd | Team leader & product designer

2021-2024

- Developed and executed creative strategies across various digital platforms, including web and mobile.
- Managed the end-to-end creative process from concept through execution.
- Led and motivated teams to exceed expectations and deliver high-quality products.
- Collaborated with diverse teams, including product managers and marketers, to ensure alignment with marketing goals and achieve exceptional results.
- Specialized in designing complex systems for high-profile clients.

Firma global business design | Design Intern

2020

- Specialized in digital UX/UI, branding, and social.
- Gained hands-on experience in diverse design fields, including websites and animations.
- Maintained consistency and quality across all creative outputs.
- Analyzed campaign performance to refine and optimize creative strategies.

Creative Consultant & design | Self-Employed

2018-2022

- Developed branding strategies, designed websites, and created engaging social media content for various clients, including small businesses and organizations.
- Managed multiple competing projects at various levels of scale and adapted to fast-moving, agile teams.
- Delivered innovative and successful campaigns for brands.

EDUCATION

Master in Art Directing and New Narratives | Elisava Barcelona

This program seamlessly integrates art direction and narrative storytelling, allowing me to develop a global perspective and versatile skills in shaping compelling visual narratives across diverse mediums.

Student exchange | IED Madrid

Engaged with a diverse visual design community, drawing inspiration from the rich cultural perspectives that surrounded, fostering creativity and camaraderie among talented peers, emphasizing the global impact and collaborative nature of the field.

B.design degree - Visual Communication Design | HIT

Specializing in interactive design and media production. Garnered distinction for the final project, receiving accolades and recognition at prestigious festivals across the globe.

VOLUNTEERING

Bachelor's Mentor | VC Program

2022-currently

Serving as a mentor for first-year students and providing support to fourth year students in their final projects. Leveraging my knowledge and experience to help students achieve their academic and professional goals.

CONTACT

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LANGUAGES

Hebrew - Native

English - Fluent

Spanish - Intermediate

MAIN TOOLS

Adobe After Effects

Adobe Premiere Pro

Adobe Lightroom

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Midjourney

Runway

Sketch

Figma

Bonus facts

I was also a Flight Attendant, Waitress, and Independent Filmmaker with short films showcased internationally