

As a conceptual and visual thinker with a passion for storytelling, I specialise in crafting compelling narratives that resonate across diverse platforms. With a focus on innovative communication and creative leadership. I seek opportunities to push the boundaries of storytelling and design, leveraging my technical skills and collaborative approach.

EDUCATION

2023-2024 **Royal College of Art** - Master of Fine Arts, Communication, London, UK

Focused on Research Methodologies and Design for Change:

- Storytelling methods
- Design thinking development project and innovation strategies

Key Courses:

- **World building:** Constructed and deconstructed narratives to create new realities and critique the existing one.
- **Design Resilience:** Developed a sustainability-focused design thinking proposal, emphasising community-led, bottom-up approaches
- **Innovation Strategies:** Explored systems thinking and design-led innovation models.
- **Collaboration and Interdisciplinarity as Method:** Worked with archives to understand collaborative research methods across disciplines
- **Interventions Collaboration with MCCGLC:** Created intervention plans tied to the 17 Sustainable Development Goals (SDGs)

2018-2022 **Holon Institution of Technology (H.I.T)**, Bachelor of Design, Visual Communication, IL
Overall GPA: **91.18/100** | Final Year GPA: **93.17/100** | Final Project: **95/100**

2021 **Design Factory International**, Department of Visual Communication, Hamburg, Germany

WORK EXPERIENCE

2024-Present **Design Consultant and Production Assistant, BFAMI** - British Friends of the Art Museums of Israel, a not-for-profit organization London, UK

- Oversee the brand design for a wide range of events, ensuring a cohesive and impactful visual identity.
- Collaborate with cross-functional teams to develop innovative concepts that enhance community engagement and strengthen the organization's mission.
- Provide hands-on support for on-site production, ensuring seamless execution of events and maintaining high-quality standards

2023-Present **Designer at "Leaders"** - Influencer marketing group, Tel-Aviv Jaffa, IL

- Strategised on enhancing and evolving graphic language
- Designed monthly Gantt and special projects for recurring clients, ensuring timely and high-quality deliverables.

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

- Designed monthly Gantt and special projects for recurring clients, ensuring timely and high-quality deliverables.
- Led day-to-day design of stories, posts, and video editing.
- Oversaw concept development and execution for presentations and websites, contributing to successful client campaigns.

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

- Designed storyboards in alignment with creative vision and project goals.
- Executed design and animation assignments under the guidance of Art and Creative Directors.

INTERNSHIPS AND PROGRAMS

- 2023-2024 **Edmond de Rothschild Center's professional development program** for Designers and artists, Tel-aviv Jaffa, IL
- 2021 **Design Intern, "Igloo Creative House"**, Animation Studio, Tel-Aviv Jaffa, IL, July 2021 - August 2021

SPECIAL PROJECTS

- 2024 **Incidental 36: Three Dreams, Ray Incident, Music video.** Director and Co-Writer (visual concept and story board)
- 2022-2023 **DINOSAUR BACK, Yuval Levi, Music video.** Director and Co-Writer (visual concept and story board)
- 2022 **"Mushkile", Short animated film.** Director and writer
- 2020 **"RE-START"**, group art exhibition - Curator and participant artist, Shaffa, Tel-Aviv Jaffa, IL
- 2019 **"Contour"**, group photography exhibition - curator and participant artist, Jaffa Theatre, Tel-Aviv Jaffa, IL

AWARDS AND NOMINATIONS

- 2022-2023 **DINOSAUR BACK**, Music video
- Award Winner**
- International Music Video Underground
 - Euro Music Video Song
- Finalist**
- Nottingham Music Video Awards
 - Rome Music Video Awards
- Official Selection**
- Creative Film Awards - Los Angeles
- 2022 **MUSHKILE'**, Short animated film
- Award Winner**
- LWIFF | Lonely Wolf
 - Swedish International Film Festival
 - 8 & Halfilm Awards
 - Independent-Star Filmfest
 - Portland Festival of Cinema, Animation & Technology
 - Author's International Film Festival / FIC AUTOR
 - 4th Dimension Independent Film Festival
 - Independent Shorts Awards
 - Paris Film Awards
 - Paradise Film Festival
 - ANATOLIAN FILM AWARDS
- Official Selection**
- Ramsgate International Film Festival
 - Haydenfilms 2.0 Screenwriting Competition
 - Baltimore Next Media Web Fest
 - kalakari film fest
 - Golden Giraffe International Film Festival
 - Screaming Ostrich International Film Festival
 - Barcelona Indie Awards
 - AXD Film Festival
 - Glass Ceiling Breakers: GCB

VOLUNTEER WORK

- 2023 **Design consultant at "Design Terminal"** - "OUTBOX" association, Tel-Aviv Jaffa, IL
Helped develop a visual language aligning with the organization's vision and goals.
- 2014-2015 **The Open Space Farm** - Therapeutic farm, Kfar Shmuel, IL
Working with at-risk youth, children with special needs, and autistic children

TECHNICAL SKILLS

Photoshop | Illustrator | InDesign | Lightroom | Premiere | After Effects
Adobe XD | Figma