

As a conceptual and visual thinker with a passion for storytelling, I specialize in crafting compelling narratives that resonate across diverse platforms. With a focus on innovative communication and creative leadership. I seek opportunities to lead and challenge my conceptual thinking in ways that push the boundaries of storytelling and message delivery.

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:

- **Design Resilience:** Developed a sustainability-focused design thinking proposal, emphasizing community-led, bottom-up approaches.
- **Innovation Strategies:** Explored systems thinking and design-led innovation models.
- **Interventions Collaboration with MCCGLC:** Created intervention plans tied to the 17 Sustainable Development Goals (SDGs).

Student Representative: Demonstrated leadership and collaborative skills in representing student interests.

2018-2022 **Holon Institution of Technology (H.I.T)**, Bachelor of Design, Visual Communication, IL

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

WORK EXPERIENCE

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

- Strategized on enhancing and evolving graphic language
- Designed monthly Gantt and special projects for recurring clients

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

- Collaborated with clients to create visual concepts for various projects.
- Led day-to-day design of stories, posts, and video editing.
- Designed presentations and websites, contributing to client branding and marketing efforts.

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.

SPECIAL PROJECTS

- 2023 **Edmond de Rothschild Center's professional development program** for Designers and artists, Tel-aviv Jaffa, IL
- 2022 **"Mushkile"**, Short animated film. Director and writer.
Participated in over 20 film festivals worldwide, winning 11 awards.

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

Design Tools:

Photoshop, Illustrator, InDesign, Lightroom, Premiere, After Effects.

UX/UI Tools:

Adobe XD, Figma.