

Avital Rachaev
Graphic Designer

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Experience

WIX (Maternity leave) Content Designer 2024
Curated collections for the Site Generator project, using Midjourney skills.
Designed multiple templates on Wix Studio. Collaborated with few teams to re-design add panel strips. Developed a guide brief to resolve asset shortages in the media manager.

Bodasher Studio Brand Designer, Full time 2022-2023
Develop and design identity systems, rebranding for existing businesses, ongoing work for existing businesses. Creating brands in various fields such as culture, restaurants, hospitality, and more.

As We Design Brand Designer, Full time 2021-2022
Branding for a theater in Petah Tikva, expanding and enhancing existing brands, creating logo marks for various businesses, ongoing work for brands such as Midtown project, Safari Ramat Gan, and more.

Freelance Designer & Photographer 2019-Present
Working with various clients such as the Holon Design Museum, restaurant industry in Budapest, the public relations office Unik, A+ Studio, Managing social and designing for Asaf Granit's wine bar, design for the social media of the Mitiv Center, Konsol Association, Avihu Pinhasov...

Military Service

2013-2015
IDF Chief of Staff's photographer
Photographer and assistant head of the photography department

2015-2016
Head of Photography Department in IDF Spokesperson Unit
Managed and commanded 20 soldiers, overseeing operations, procurement, training and planning

Recognition

2016
Receiving a certificate of excellence from the IDF Spokesperson's Unit

More

2019-2020
Teaching assistant for photography at 'Netiv Meir' Yeshiva, Jerusalem

Education

2017-2021
Bezalel Academy of Arts and Design, Jerusalem
Bachelor of Design

2019
ArtCenter College of Design Pasadena, CA
Exchange Student Program

2009-2011
'Shir-art' school, Rishon Le-Zion
Photography studies

Skills

Working knowledge of:
Adobe programs, photography, team management, letterpress, photography teaching, Midjourney

Languages

Hebrew
English
Russian

Looking forward to working together :-)

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[avitaloo.cargo.site](#)