

## Experience

**WIX**                    **Brand & Web Designer**                    **2024-Now**

Design and deliver a wide range of high-quality Wix and Wixel templates and visual assets, with a focus on brand identity and user-centered design. I manage end-to-end projects, both independently and with teams, taking full ownership to ensure every aspect is executed reliably and to the highest standard.

**Bodasher Studio**                    **Brand Designer, Full time**                    **2022-2023**

Develop and design brand identity systems, leading rebranding project and creating new brands across culture, restaurants, and hospitality. From concept to final deliverables, including campaign concepts, visual assets, and full brand execution for businesses.

**Freelance**                    **Designer & Photographer**                    **2019-Present**

Worked with a variety of clients, including Universal Israel, the Holon Design Museum, Unik PR, and A+ Studio. At Universal Israel, managed the full process of creating a music album, from concept and photoshoot coordination to final graphic deliverables. Other projects included exhibition branding at the Holon Design Museum in collaboration with another designer, and diverse freelance work ranging from branding to ongoing brand support.

## 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**

## Millitary Service

**2013-2015**

**IDF Chief of Staff's photographer and assistant head of the photography department**

**2015-2016**

**Head of Photography Department in IDF Spokesperson Unit**  
Managed 20 soldiers, overseeing operations, procurement, training and planning

## Recognition

**2025**

**Led a team from concept to winning product at an AI Design Hackathon (Wix)**

**2016**

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

## Skills

**Brand & Web Design, Identity Systems, Adobe, Photography, Art Direction, Leadership, Project Management, AI Tools, Organization**

**Languages**

**Hebrew**  
**English**  
**Russian**