

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

Military 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