



CONTACT

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ABOUT ME

Following years as jewelry designer I decided to venture into the digital design field. The dynamic and quickly evolving nature of the field appealed to my ability to learn new skills quickly and independently.

I believe that inspirational design, regardless of the medium, emerges from listening carefully to the client, letting go of preconceptions and focusing on holistic user experience.

My passion for design, art and culture doesn't stop at my work.

I love music and sing opera, am an avid football fan (Aupa Atleti!) and am told by my friends that I'm a fabulous baker.

PROGRAMS

Sketch

Photoshop

Solidworks

LANGUAGES

Hebrew (MT)

English (MT level)

EDUCATION

Create School | 2019

UI Design Specialization

- Introduction to the digital design field's various products, applications and tools.
- Experience in designing products for responsive platforms, Mobile Apps and dashboards.

Bezalel Academy of Arts and Design, B.F.A | 2006 - 2011

Department of Jewellery and Fashion, Expertise: Jewellery

- Rigorous experience with leading a design process from concept to delivery under pressure and time constraints.
- Exercising the need to plan, prioritize, collaborate and solve problems.

Haute Ecole d'Art et de Design, Geneva | 2009 - 2010

Jewellery and Fashion department, Student Exchange

Workshops:

- Antoine Sandoz, (VP of jewellery design at Kate Spade, London).
Project communication: Presenting a project to potential investors.
- Nicole Brémond, (Marketing development of design de luxe, Paris).
Personal communication: The marketing process of a young brand.

SELECTED WORK EXPERIENCE

Design assistant to owner and designer, Emil Shenfeld | 2013 - 2017

Shenfeld Studio, Jerusalem

- Working alongside the designer on the creation of modern Judaica pieces from concept to production with exceptionally high delivery standards. Special attention was given to creating a seamless user experience and the fine details.
- Collaborating with the designer on innovative designs while adhering to the brand's visual identity.
- In charge of creating prototypes as well as final documents for production and implementation.
- Presenting the Brand's vision, values and products to the international clientele.

Jeweler | 2013

Pazit Keidar, Tel-Aviv

- Lead jeweler at a minimalistic fashion house.
- Collaborating with a team that included the owner and designer, the marketing and sales managers as well as managing two assistants.
- Daily involvement in the development of new pieces with the designer.
- In charge of prioritizing and managing the production workload while meeting collections milestones and deadlines.

ARMY SERVICE

Casualties Officer (Lieutenant) | 2004 - 2006

IDF

- Casualties officer in the armoires corps. In my position I was in charge of maintaining the unit's relationship with the families of injured and fallen soldiers.
- The position demanded exceptional interpersonal communication skills and deep empathy. It required working independently and solving problems under pressure.