

Sharon Tal

Graphic Designer / Art Director \ Visual Composer

ABOUT ME & WE

As a child I was highly intrigued by nature's simple beauty, with a huge attraction for visual art and the possibilities to create something out of nothing. Integrated by all the versatility found in nature's way of creating, mostly through drawing. My drive comes from the meaningful impact that may happen upon our world, stimulated by the likeliness of bettering educational space, through empowerment of co creators, and cultivation of good connections on every level. Appetite for learning more never seems to fade, but rather grows together with others drives and passions.

PROFESSIONAL EXPERIENCE

Art Director, End of 2016 till March 2021

Bee / Branding Strategy / Ashkelon, Israel

Efficiently lead and administer creative design projects. Create brand themes and graphics focused on brand guidelines and identity graphic assets, in order to sustain high-performance production and design teams. In coordination with the media director and design team on selection of graphic themes and brand customizations. Review of print production materials on key projects, providing signature authority; managing operational, guiding and directing co designers and administrative functions. Ensure compliance with, and implementation of higher standards of design.

Web Designer, 2012 – 2016

Dotweb / Creative Digital / Norway – Israel

Creative web design + UI design with proven know-how to combine creativity and usability. Designing a vast range of unique interfaces. Re-establish web structures, refining graphic materials, graphic scheme design and wire-framing. In collaboration with application developers, product managers and several of business partners.

Graphic Designer, 2009 – 2012

Blanco / Advertising Agency / Ashkelon, Israel

One and only designer at Blanco's studios first year, along with agency growth and expansion to a wider studio. Managing a small creative studio workflow environment, to build and establish constructive graphic pillars, and directing new designers with the studios projects. Working through the weekly pressure of AD print systems. Creating and re-creating a wide spectrum of brands.

EDUCATIONAL BACKGROUND

Bachelor of Visual Communication, 2009

Bezalel Academy of Arts and Design / Jerusalem

♦ The visual communication department Signal of Excellence 2009

Class of Arts and Graphic Design, 1997

ORT Henry Ronson High School / Ashkelon

AREAS OF EMPHASIS

- Design dynamic identities
- Web design
- Packing design concepts
- Drawings & Illustrations
- Cutting-edge graphic design
- UX + UI Design
- Creative Copywriting
- Studio team Guidance
- Photography
- Logo design
- User Interface
- Iconography design
- Mix media design
- Presentations

LANGUAGES

- Hebrew (native)
- English | bilingual oral
and written fluency

TECHNICAL PROFICIENCY

Environments

- ± Mac OS, Windows

Digital Tools

- ± Adobe Creative Suite:
Photoshop, Illustrator, InDesign

REFERENCES

- ← On demand

CONTACT

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