

OMER GA'ASH

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As a hands-on designer, I have passion for the creative process in every project as I am passionate for using the best tools, with a curious nature in researching and identifying design trends and how to visualise the message. I have managed a team of six designers in a studio and employed three designers during my freelance career. I excel at designing innovative concepts that align with a brand's DNA and deliver exceptional results that help bring awareness, growth in sales and create a committed audience.

Employment

Freelance Graphic Designer at Studio OMG (2006-Present)

- Manage and direct creative projects for clients, serving as both designer and art director.
- Develop visual solutions across a range of media, including print and digital designing pages and product features for websites with extensive portfolio of work.

Senior Designer at Studio 'Shay Hayoun' for Branding (2011-2015)

- Led design teams in creating effective branding strategies and visual identities for clients.
- Collaborated closely with clients to ensure their needs and goals were met.
- Produced branding materials, including logos, packaging, and promotional materials. Experience in B2B ecommerce site design.

Junior Designer at a National Newspaper (2010)

- Contributed to the newspaper's design team by designing and producing editorial layouts and graphics.

Education

Master of Arts in Design Expanded Practice, Goldsmiths, University of London (2020-2021)

- Specialised in Communication & Experience, exploring the interdependence between content and container.
- Served as **Department Student Coordinator**, collaborating with students, staff, and the Rep Team.
- Graduated with distinction.

Bachelor of Arts in Visual Communication, Bezalel Academy of Art and Design, Jerusalem (2007-2011)

Professional Diploma in Architecture, Ort Technikum Givatayim College (2001-2003)

Skills

- Created branding concepts and visuals for businesses, events and people as Senior level digital designer
- **Strong design concepts**, have the ability to **gain trust** from the client
- Exceptional interpersonal skills, able to quickly build rapport with new clients
- Advanced time estimation skills and accurate quote drafting
- Solid awareness of brand DNA and perception of brand evolution including social experience by video/film creation
- Managing and designing several e-commerce platforms for brands, maintaining and resolving any issues
- Identifying and **accelerate sales growth for brands**, including product and pricing strategies, listing optimisations, and brand positioning and development
- Monitoring and evaluating the performance of brands, analysing market trends and competitors, and identifying opportunities
- Flexible nature and **confidence** in working both **autonomously and within a collaborative team**
- **Outstanding team-building abilities** across all areas of content creation: photographers, stylists, illustrators, copywriters, web developers, and marketing specialists
- Comprehensive mastery of **Adobe Creative Suite**

- InDesign
- Photoshop
- Illustrator
- After Effects

- Premiere
- Lightroom
- XD
- Sketch

- Microsoft Office
- Blander
- Dreamweaver
- Invision & Zaplin

Notable Clients

Culture, StatUps, Technology, Medical, Cosmetics

- Siemens
- Austrian Embassy
- National Ballet company
- Ashdod National Performing Arts Center
- Vertigo - Dance company
- Museum of Philistine Culture (education)
- Tel Aviv Global & Tourism department
- National TV Production company - Tedy
- Raanana Youth Center (Raanana city)
- Artify - Art created by Ai (LDN)
- Silo App (San Francisco)
- Supersmart - *Retail app*
- Colu - Coins system
- Xrossworks (Australia) *Education*
- Impertech + Supergum
- Efal + Tagrac cosmetic
- Intel + HP Indigo
- Calmi Go (NYC) *Healthcare*
- RoundForest
- DYN Diagnostics (Medical) *Healthcare*
- Feldenkrais Organization (Healthcare)
- Glucology (Australia) *Healthcare*
- Behar Mapping (New Jersey)