

OMER GA'ASH

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I'm a Senior graphic designer with a successful project record. As a lead designer my clients profit from a high quality of branding language. My team delivered consistently top sales results in various fields, from hi-tech to cultural institutions. I am passionate about researching and identifying design trends and how to visualise a message. I have managed a team of designers and employed designers during my freelance career. I excel at designing innovative concepts that align with the brand's DNA and deliver exceptional results that help bring awareness, growth in sales and create a committed audience.

Employment

Freelance Senior Graphic Designer at Studio OMG (2006-Present)

- Manager and art director for creative projects.
- Develop visual solutions across a range of media, including print and digital materials. Developing product features for websites with extensive portfolio of work.

Midnight 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 and B2C 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

- **Strategic Branding Expert:** Developed brand concepts, ensuring alignment with DNA and visual identity as a Senior designer.
- **Client Trust Builder:** Fostered trust through strong design concepts and rapid rapport with clients.
- Sales Growth Accelerator: Implemented visionary designs to drive brand sales, leveraging productive research.
- **Performance Evaluator:** Monitored brand performance, analyzed trends, and identified improvement opportunities.
- **Versatile Collaborator:** Worked autonomously and collaboratively across diverse content creation areas.
- **Digital & Print Design Master:** Excelled in creating stunning graphics for various marketing materials.
- **Image Editing Pro:** Skillfully edited images, ensuring high-quality content across all design deliverables.
- **Feedback-Driven Improver:** Actively sought feedback, iterated designs, and committed to continuous improvement.
- **Trend-Savvy Designer:** Maintained awareness of design trends, tools, and best practices.
- **Outstanding Team Builder:** Exhibited exceptional team-building abilities for successful project execution.
- Comprehensive mastery of **Adobe Creative Suite**

➤ InDesign

➤ Photoshop

➤ Illustrator

➤ After Effects

➤ Premiere

➤ Lightroom

➤ XD

➤ Sketch

➤ Microsoft Office

➤ Blender

➤ 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
- 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)