



TAL SHAHAF

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ART DIRECTION / CREATIVE / GRAPHIC DESIGN

Work Experience

2021 NOW SchwuZ. Berlin // **Head of design**
External designers management, deadlines management, overall supervision of graphic and visual materials. Cooperation with extern agencies

2019 2021 Floorwell. Berlin // **Lead designer**
Development of CI for web and print, on going offline and online design

2021 2022 Jüdische Kulturtage. Sachsen-Anhalt // **Lead Designer**
Development of CI for web and print

2017 2021 SchwuZ. Berlin // **Lead graphic designer**
Online & Offline in house graphic design

2016 GGE Europe. Berlin // **Lead graphic designer**
CI development & implentation. Design of print materials, affiliate marketing, social media & web for 5 majour markets: Germany, Holland, Denmark, Sweden and Austria

2012 2015 Lead Academy Awards. Berlin & Hamburg // **Project assistant**
Annual awards visual materials editing & Selection, Venue and display management of jury event

2008 2011 Grey Group Advertising Tel Aviv-LEAD branch // **Art director**
Creative briefs as part of the creative team work as well as daily briefing & studio supervision. B2C & B2B, Offline & packegeing. Wide range of clients

Education

2017 Indisoft. Berlin
Weiterbildungsprogramm - Mobile user interface design

2012 2013 Babylonia, Sprachen Kultur Veranstaltungen. Berlin
Level b2 in german intensive course

2005 2009 The Open University. Tel Aviv
B.A. degree in humanities and social sciences

2004 2008 Avni Institute of Art and Design. Tel Aviv
Diploma in visual communications

1999 2002 Wizo Canada High School of arts. Haifa
Major in photography and optics

Skills



Online



Offline



Branding



Advertising



E-commerce



Social Media



Brain storming



Concepts



Adobe Suite

Languages

Hebrew / mother tongue

English / fluent

German / good command

What I Love



Going to places I have never seen



Tennis



My Doggy



Team Work



Simplicity



Overcome Challenges