

79 Franklin Ave. #3,
Brooklyn, NY 11205
yeshai@hotmail.com
(415) 425-9852

Skills

Proficiency in **CS3 Suite** (Photoshop, InDesign, Illustrator, Acrobat), **Freehand MX, MS Office**, on **Mac** and **PC** environments. Working knowledge of **After Effects, Dreamweaver, Flash, Final Cut**, and various music and sound editing softwares. Advanced skills in typography, layout, fold & die-cut design, photography & retouching, color correction, production & comping, drawing & illustration.

Experience

2007 - 2008 Freelance Art Director/ Designer/ Production Artist, San Francisco, CA (2 years)

Art Director - Designed and managed independent branding and print projects for cultural events and small businesses including SF Theater Festival, Artsfest, Cassis Catering.

Graphic Designer - Designed and revised collateral for clients such as Institute for the Future, Weisscomm Partners.

Production Artist - Modified layout, Prepared materials for press, including die-cut & spot colors, and comps for various projects.

A few of the agencies worked with: **Arc Worldwide, Goodby Silverstein, JWT, Draft FCB, Institute for the Future.**

2006 The Lead, Tel Aviv, Israel (10 months)

Art Director/Designer

Responsible for overseeing the design and production process of creative B2B, direct marketing solutions, ATL and online campaigns for an advertising agency associated with Grey Direct (www.thelead.net).

2005 - 2006 Bride&Groom, Tel Aviv, Israel (4 months)

Graphic Artist

Created graphics for a wedding industry annual marketing magazine including ad design, photo retouching, and color correction.

2000 - 2005 Hewlett-Packard (HP) Indigo Division, Rehovot, Israel (5.5 years)

Digital Press System Operator

Worked in the R&D department, running QA tests on color and ink - digital printing, scanning and analysis of printed material.

2002 Publishing Department at the Ben-Gurion University, Beer Sheva, Israel (4 months)

Graphic Artist

Created graphic works and advertising materials for internal university events and publications.

1999 NovoMedia, Yavne, Israel (10 months)

Mac/PC Operator in Pre-Press & Printing Bureau

Operated a pre-press system to produce plates for offset press and a wide format printer. Good knowledge of imposition and the pre-press process.

Education

2008 After Effects course at the San Francisco State University.

2002 - 2006 Visual Communications Design Program at "Ascola-Meimad" art and design school in Tel Aviv, Israel.

2000 - 2002 Telecommunications Systems Engineer Program at Ben-Gurion University, Beer Sheva, Israel.

General

Proven experience in managing complex creative and production projects as an independent designer, and as a team-player. Strong organizational and communication skills. Great sense for design - color, composition, brand identity, etc. Accuracy and high level of attention to detail while working under critical deadlines. Advanced technical skills, quick learner and creative problem-solver.