

# DANA ELIAV

Art Director

## PORTFOLIO

danaeliav.com

## CONTACT

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@danaeliav

## EDUCATION

Certificate in commercial 3D computer graphics and computer-aided design  
Shenkar 2019 – 2020

Certificate in Graphic Design  
Shenkar 2017 – 2018

B.A in Communications Specialization  
in Interactive Communications  
IDC University 2014 – 2017

Certificate in Management  
Event Design and Production  
The Open University 2012

## SKILLS

MS Office XP / Adobe software:  
Photoshop, Illustration, Adobe XD and  
InDesign / Figma / Axure / Wix /  
Shopify / Rhino / Keyshot / Filamora

## LANGUAGES

Hebrew (Fluent)  
English (Fluent)

## ARMY SERVICE

IDF's Department of Technology and  
Logistics Unit (2009–2011)

## EXPERIENCE

### ART DIRECTOR

Digital Cloud & Shenkin 360 | 2022 to Present

- Crafted impactful artistic vision and developed diverse visuals for rebranding, marketing, and social media campaigns across print and digital platforms.
- Collaborated on compelling brand identities and successfully managed multiple projects with positive client feedback and on-time delivery.
- Proficient in UI/UX design principles, wireframing, and prototyping using Adobe XD and Figma.
- Experienced in creating responsive, mobile-friendly web designs and leading engaging user interface designs for web and mobile applications.
- Collaborated with development teams to ensure design accuracy and seamlessly transferred designs from Figma to development platforms.

Brands: Hagag Group, Itzhak Ofer, Y. Shneur, BSRE, JTLV, IID Israeli interior designers etc.

### WEBSITE DESIGNER

Dana Sidi | Freelance

For every new collection, I design a new website, which involves selecting the right photos, writing engaging content, and ensuring a creative and innovative design.

### GRAPHIC DESIGNER

Citymedia | 2021-2022

- Spearheaded design and branding strategies across finance, fintech, retail, and fashion sectors.
- Executed diverse marketing initiatives including logo design, brochures, newsletters, and infographics.
- Developed impactful advertising campaigns across various media channels.
- Demonstrated exceptional project management skills, handling up to 5 projects concurrently with high-quality outcomes and on-time delivery.

Brands: The Tel Aviv Stock Exchange Ltd, MORE Investment House, SOLO a car services company, Quick Online supermarket Service and ZABAN Jewelry etc.

### GRAPHIC DESIGNER & DIGITAL CREATIVE

SACK'S Fashion | 2018 to Freelance Present

- Specialized in Social Media Design and Newsletter creation, with a focus on effective brand communication.
- Adept in Copywriting and Marketing, crafting compelling content for brand engagement.
- Executed successful Email Marketing campaigns using Mailchimp and Remarkety, achieving high engagement rates.
- Managed and optimized E-commerce stores on Magento and Shopify platform.
- Developed and designed the SACK'S website and clothing flow, showcasing UI/UX Design skills.
- Contributed to photoshoots by styling merchandise and creating editorial mood boards.
- Designed Digital Catalogs for SACK'S online Magazine, enhancing visual storytelling and product presentation.

### GRAPHIC DESIGN MANAGER

Willyou.net | 2019

Led a creative team to design layouts and concepts, improve website UX, optimize site logo visibility, create 3D diamond content for social media, and develop cohesive branding strategies.

### DIGITAL MARKETING MANAGER & GRAPHIC DESIGNER

EMD Diamonds | 2017- 2018

Specialized in social media campaigns, creative copywriting, marketing, photography, branding initiatives, and UI/UX website management and development.

