DANA ELIAV

CREATIVE ART DIRECTOR

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in @danaeliav

📍 Tel-Aviv

EDUCATION

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

SHENKAR
Certificate in Graphic Design
2017 – 2018

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

THE OPEN UNIVERSITY
Certificate in Management
Event Design and Production
2012

LANGUAGES

Hebrew (Fluent)
English (Fluent)

SKILLS

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

ARMY SERVICE

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

WORK EXPERIENCE

WEBSITE DESIGNER
Dana Sidi | Freelance (2022 - Present)

Design unique websites for each collection, selecting impactful visuals, writing engaging content, and delivering creative, innovative layouts that align with the brand's vision.

CREATIVE ART DIRECTOR
SACK'S Fashion | Full-time (2018), Freelance (2018 - Present)

- Led the design of social media ads and newsletters, driving engagement and amplifying marketing campaigns.
- Designed and developed the SACK'S website, showcasing UI/UX skills on Magento and Shopify.
- Executed high-engagement email campaigns using Mailchimp and Remarkety.
- Developed mood-boards and styled merchandise for pre-launch photoshoots, enhancing brand visual identity for new collections.
- Designed digital catalogs and online magazines, using storytelling to drive sales.

ART DIRECTOR
Digital Cloud & Shenkin 360 | Full-time (2022 - 2024), Freelance (2024 - Present)

- Designed impactful visuals for rebranding, marketing, and social media campaigns across print and digital platforms.
- Led brand identities across projects, meeting deadlines and receiving positive client feedback.
- UI/UX Proficiency: Skilled in Adobe XD and Figma for wireframing, prototyping, and responsive web design, with a focus on engaging user interfaces for both web and mobile.
- Collaborative approach with development teams to ensure design accuracy, managing seamless handovers from Figma to development.
Brands: Hagag Group, Itzhak Ofer, Y. Shneor, BSRE, JTLV, IID israeli interior designers etc.

GRAPHIC DESIGNER
Citymedia | 2021 - 2022

- Led design and branding in finance, fintech, retail, and fashion, collaborating with teams to create impactful advertising campaigns across media channels.
- Executed marketing projects, including logos, brochures, newsletters, and infographics.
Brands: The Tel Aviv Stock Exchange Ltd, MORE Investment House, SOLO a car services company, Quick Online supermarket, ZABAN Jewelry etc.

DIRECTOR OF DESIGN AND DEVELOPMENT
Willyou.net | 2019

Designed company logo and branding strategies. Supervised and led the UI/UX team in designing and developing the website, and created 3D diamond content for social media.

DIGITAL MARKETING MANAGER & GRAPHIC DESIGNER
EMD Diamonds | 2017 - 2018

Managed social media, campaigns, creative content and design, led diamond and social content photoshoots, developed branding strategies, and directed UI/UX website development.