



# Itay Bern

Communication designer

054-5467167

etay10@gmail.com

[www.ItayBern.com](http://www.ItayBern.com)

## Tools

Illustrator  
Indesign  
Photoshop  
After Effects  
Premiere  
Figma  
Wix

## Design

Print Production,  
Typography and  
Layout, Illustration  
Animation and motion  
graphics, Web Design,  
Social Media Design

## Languages

Hebrew: Native  
English: High Proficiency

## Work experience

### Yotam Bezalel Studio

**Tel Aviv, Israel | 2022 - Present**

- Creating visual content for various brands such as Dor Alon, Cramel Winery, Strauss, Shapiro Beer, Erco and more.
- Creating a new visual language for brands.
- Designing in various formats such as print and packaging, animated videos, UX/UI and more.

### Cyrus Security - Marketing Designer

**Tel Aviv, Israel | April-July 2022**

- Creating visual content for landing pages, Email covers, social media, custom product pages and HR.
- Maximising visual standards and from concept to execution.
- Influencing and modifying the brand's visual identity.

### Israel Hayom News - Graphic Designer

**Tel Aviv, Israel | 2021-2022**

- Designing for print and digital.
- Evolving team work abilities by cooperating with editors and other graphic designers.

### The Israeli Cartoon Museum - Docent

**Holon, Israel | 2018 - 2023**

- Conducting guided tours for a variety of audiences.
- Facilitating illustration and design workshops.
- Designing marketing and printed content for the museum.

### HIT - Holon Institute of Technology - School for Certification Studies - Lecturer

**Holon, Israel | May-June 2021**

- Imagemaking: Teaching how to create innovative images with a variety of illustration techniques.
- Planning, creating and giving presentations, workshops and home assignments.
- Understanding the class needs as well as giving a personal attention to each student.

## Education

### HIT - Holon Institute of Technology - B.Design in Visual Communication

**Holon, Israel | 2014-2019**

- Graduated with honor.
- Including one year of student exchange program in Folkwang UdK, Essen, Germany.

### University clubs & activities

- Writer at the university's design magazine - Kulaitzuv (translating to: Only design).