

Tal Rubinstein

PERSONAL INFORMATION Rothschild 25, Petch-tikva, Israel
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EDUCATION 2016, UX Training, Netcraft Academy.
2009, Bachelor of Design, Visual Communication,
SHENKAR-college of design, Ramat-Gan, Israel.
1999, Full matriculation, Arts & Architecture, Ort Hashomron.

WORK EXPERIENCE

2017- Now UX/UI designer, 'Aman Digital'.
Design of the largest e-commerce platform in Israel,
Shufersal Online - responsive site and mobile app.
Leading the team as a senior designer in the projects, included concept
development, detail design and QA. Project development was implemented
with the Agile method in collaboration with international development teams.

2014-2016 Creative and Art Director, 'Firma - The Brandhouse.'
Leadership and management of a team of 4 creative designers.
Spearheading brand strategy for the entire office portfolio.
Supervising all production and design.
Liaising and consulting clients and delivering presentations.

2013-2014 Graphic Designer - 'Firma - The Brandhouse'.
Brand strategy and planning from initial brief through all
applicable stages to the final visuals and brand language.
Client management including: Carlsberg, Tnuva, am:pm, H&M,
Latet, Haaretz.

2010-2013 Graphic Designer, branding dep, 'GREY Group Israel (Adler-Chomski)'
Project management and design; packaging design; print production.
Clients including Schweppes, Ministry of Economy, Bank HaPoalim.

MILITARY SERVICE

2000-2003 Intel coordinator, INS Lahav, (battleship), IDF Navy.

LANGUAGES Hebrew (Native), English (fluent).

COMPUTER SKILLS Highly skilled in Figma, Scketch, zeplin, Invision.+ Adobe (Illustrator, Photoshop)
Axure, Jira, & Monday.

PORTFOLIO talrubi.com