

# TZVI MELLER

## GRAPHIC DESIGNER FROM TLV

After several successful years in advertising, including positions with some of the biggest names in the industry, I am looking to apply my conceptual thinking, creative flair and a keen sense of design aesthetics in order to influence the way users perceive information and process data.

### DETAILS

Mobile: +972544228633  
Email: tz.meller@gmail.com

### EDUCATION

#### 2013 – 2017

BA (Hons) in Visual Communication,  
Holon Institute of Technology (HIT),  
Holon, Israel

#### 2011

Certificate in Adobe CS (Flash,  
Dreamweaver) Web Development. Mentor  
College, Tel Aviv

#### 2010

Certificate in Production Art using Adobe  
CS (Illustrator, Adobe Photoshop and  
InDesign) and focusing on pre-print  
production, digital photography,  
typography and layout. Mentor College,  
Tel Aviv

### PROFESSIONAL SKILLS

Photoshop	● ● ● ● ●
Illustrator	● ● ● ● ●
Indesign	● ● ● ● ●
After Effects	● ● ● ● ●
Adobe Flash	● ● ● ● ●
Muze	● ● ● ● ●

### LINKS

Portfolio: [tzmeller.wixsite.com/tzmdesign](http://tzmeller.wixsite.com/tzmdesign)  
Linkedin: [Tzvi Meller](#)

### LANGUAGES

Hebrew  
English

### EXPERIENCE

#### 2018-2019 Tross Media

##### INTERACTIVE DESIGNER

Responsible for concept development, visual language, designing landing pages, campaign pages, icons for various brands.

#### 2017-2018 Avraham ADV

##### ART DIRECTOR

Managing accounts and projects, presenting layouts to clients, implementing identity guidelines for multiple platforms, developing design solutions, supervising photo shoots and printing processes, and determining if materials comply with client specifications.

#### 2016 – 2017 HUBE Office Design Studio

##### GRAPHIC DESIGNER (part-time position during my studies)

Responsible for concept development, visual language, space design, pre-printing. Coordinated with other team members to ensure each project was produced according to specification and delivered on time.

#### 2013 – 2015 McCann Erickson Israel

##### PRODUCTION ARTIST

Produced graphic layouts for promotional materials from concept to print/digital use. Designed, typeset and prepared layout magazine articles and other print materials. Collaborated with other team members on projects, working on new processes to improve design output.

#### 2012 – 2013 Hebron – Zaltsman - Shavit

##### PRODUCTION ARTIST

Produced graphic layouts for promotional materials from concept to print/digital use. Designed, typeset and prepared layout magazine articles and other print materials. Collaborated with other team members on projects, working on new processes to improve design output.