



Tzvi Meller

Graphic Design | UX/UI design | Illustration

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.

Work Experience

2019 Freelance UI/UX Designer

Tango App, Icarbonx

Gathering and evaluating user requirements, in collaboration with product managers and engineers. Illustrating design ideas using storyboards, process flows and sitemaps. Designing graphic user interface elements, like menus, tabs and widgets.

2018 – 2019 Tross Media

Interactive Designer

Designing Brands and UI for a variety of tech-oriented clients.

Working through a complete branding process according to the client's needs; creating visual language, designing logos and icons, building a brand book, designing apps and websites, and more.

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

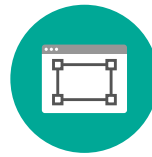
Responsible for concept development, visual language, space design, pre-printing. Coordinated with other team members to ensure each project was produced according to specification and delivered on time.

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.

Skills & Assets



UX/UI



Branding



Research



Illustration



Autodidact



Team Player

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