

Amit Cohen

Established 1986

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WHY HIRE ME?

Some people believe that Lizard People are among us. Me? I believe in passion. Because when you're passionate about something, you put your mind & soul into it. I'm passionate about design. From the text on a bottle of shampoo, all the way to a newsletter from Booking.com about how prices are so low this week. I'd go the extra mile to make sure a presentation looks AMAZING. I'd help a colleague with tips about how to improve the color scheme of a blog. I'd frame a designer with foreign espionage if they use more than 3 fonts in one design. That's a *big* **no-no**. I'm able to meet very tight deadlines and have experience in **B2B, B2C, BTL & ATL** projects. I'm a great team worker, but I also do great on my own.



Languages

English Native speaker
Hebrew נייטיב ספיקר



EXPERIENCE

Senior Designer at Glikman Shamir Samsonov Publicis Groupe- 2018-present

Working in the Digital Media Department, I'm in charge of designing major online campaigns, brand design & maintaining brand appearance on social media for major clients such as Coca-Cola Israel, Peugeot, Tara, Landwer, Sano, Partner & more while coordinating my work with the offline department, client managers and art directors.

Creative freelance at Gefen Team- 2017-2018

Art Director/Creative at Gefen Team- 2015-2017

Here, following Gefens' business model, I did everything. Creating, coordinating and managing large scale campaigns for clients, building brand strategies, copywriting & video editing.

Junior designer at the David Intercontinental Tel Aviv- 2009-2015

Designing menus, signs, vip welcome cards and in-house ads

Freelance designer Israel- 2006

Wedding invitations, movie editing and general design

SKILLS



*Client liason

*Eye for detail (*I actually have 2*)

*Very familiar with Mac OS & Windows enviroment

*Familiar with social media & culture trends

(*Facebook, Instagram, Reddit, Twitter, etc`.*)

*Highly motivated (Even more when there's cake involved)

*Able to see other peoples' POV and use criticism to advance my work

*Illustration

*Painting

*Miniature model construction

*Impersonation of Proffesor Snape

EDUCATION

B.F.A *Magna Cum Laude* Bezalel Academy of Arts & Design 2011-2015

Visual Communication Bezalel Academy of Arts & Design 2010-2011

Illustration techniques Sadnat Omani HaKibbutz 2006

Graphics Design Diploma E.P.S College of Design 2006

Principles of Design course Shenkar College of Engineering & Design 2004

High school diploma Ironi Hey, TLV 2004