

Moran Kringsman

Visual Designer — Illustrator — UX/UI [in progress]

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About me

Hi! I'm Moran, or Mo for short 🙌

As an industrial designer-turned-visual designe based in Tel Aviv. I love to incorporate different skills into my line of work - a multidisciplinary approach to design is my driving force and ultimate goal.

Currently working on adding UX/UI to my skill set.

Education

2021 (ongoing) Codesigner - UX/UI Design course.

2009-2013 Bezalel Academy of Arts and Design, Jerusalem - B.Des of Industrial Design.

2012 Folkwang Universität der Künste, Essen - Student exchange program.

2002-2005 Ironi Gimel High School, Haifa - Honors graduate of physics and art studies.

Achievements

2019 The 6th edition of Tel Aviv Illustration week - Exhibitor (in collaboration with Abraham Hostel).

2019 "Typography" by La Culture, MazeH 9, Tel Aviv - Group exhibiton of affordable art, exhibitor.

2018 "God/s" by La Culture, The Cuckoo's Nest, Jaffa - Group exhibiton of affordable art, exhibitor.

2015 "My Shirt is Breathing", Beit Ha'Ir Museum, Tel Aviv - Group exhibition of intelligent wearables, exhibitor.

2013 Polonsky Foundation Award for outstanding design in a graduation project (Bezalel) - Recipient.

2013 "Industrial Design Graduation Show", Bezalel Academy of Arts and Design, Jerusalem - Exhibitor.

2013 "Sandbox: A Studio Project with the Bezalel Inustrial Design Department", The Israel Museum, Jerusalem - Exhibitor.

2012 "Sichtwerk 2012", Sanaa Gebaude, Essen - Exhibitor.

2010 "Sitting Low, Seeing Far", The Israel Museum, Jerusalem - Exhibitor.

Experience

○ **2013-present** Independent Visual Designer and Illustrator

○ **2013-present** Senior Creative Marketing Designer at SOHO 100% Design Shop, a chain of Israeli design shops. Involved in creating and designing a wide array of both digital and print materials, web banners, social media content, biannual printed catalogues, seasonal display design, packing materials and more.

● **2020-2021** Visual Designer & New Media Director at Neve Schechter, a cultural center based in Tel Aviv that offers cultural and communal experiences of different genres – literature, music, art and pluralistic jewish studies. As the in-house visual designer and new media director, I sought to reflect this diversity on the center's visual front. I drew inspiration from the building's unique architecture and the artists featured in Schechter Gallery, and used an palette of vivid, eye-catching colors to give Neve Schechter an upbeat and contemporary vibe.

● **2017-2019** Monthly Newsletter Design for Tel Aviv Museum of Art, based on the featured exhibitions and workshops offered by the museum.

● **2016** Graphic Designer at Shira Schechter Studio - brand boutique. Created and developed concepts and visual+photographic language for a wide spectrum of clients, including real estate, leading marketing chains for food and beverages, restaurateurs and local artisan bakeries and more.

Creative Tools

- Adobe Creative Suite:
Photoshop | Illustrator | InDesign | Premiere | After Effects
- Figma
- Wordpress
- Elementor
- Procreate

Languages

- English - Fluent
- Hebrew - Native tongue