

Maayan Rohar

Graphic Designer & Art Director

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ABOUT

Hard working Graphic Designer and Art Director with a keen eye for visual storytelling and a passion for creating impactful, innovative and memorable designs. Extensive experience leading creative projects across branding, digital and print. Excellent management skills, take initiative, highly communicative and quick learner.

Experience

Yotam Bezalel Studio Studio Manager | 2024–Present

Managed a team of 2-4 designers to deliver projects under tight deadlines. Produced and art directed photoshoots for various clients such as *Tea Bar* and *EVER-IS*. Managed and designed website projects for *Shapiro beer* and *EVER-IS*, being at a key position between design, development and the clients.

Yotam Bezalel Studio Graphic Designer | 2022–Present

Designed comprehensive brand identities, including logos, packaging, print and digital assets for various clients in the fields of Food & Beverage and Cosmetics such as *Carmel Winery*, *Dr. Fischer*, *Artisan Bread* and more. Led the redesign of *Elite coffee capsules*, improving aesthetic consistency and sense of professionalism.

Dar Laor Studio Designer | 2020–2022

Designed digital and print assets as an ongoing work for existing businesses such as *The National Library*, *Tel Aviv Municipality* and *Hanina Gallery*. Designed the visual language for *Manofim Art Festival 2021* and for the *Jerusalem Baroque Orchestra 2021-2022* season.

Freelance Designer & Producer | 2020–Present

Designed print and digital assets for various clients. Website redesign and project management for designer and artist Nomi Geiger. Produced a 2 days seminar for 4th year students from the department of Visual Communication at *Bezalel Academy*. Created and designed "*Filtered*" as part of "No Kidding" group exhibition in the *Edmond de Rotchild Center*.

More

Publishing of Final Project 2022–Present

Designed "*Intimidating, Leopard-printed and Unapologetic*" – a series of books dealing with social expectations of women. Created and managed a crowdfunding campaign to raise NIS 45,000. Meeting the goal with the help of 160 supporters. Offset printing of 500 copies of the books series. Designed and produced related products such as bags, postcards, posters. The books are currently sold privately and also through bookstores and design stores in Israel.

Israel Scouts Movement Different Roles | 2014–2019

Managed the operation of the training area in the tribe, which included 1,000 trainees and 100 instructors. Produced intra-tribal and community events, as well as seminars and trips. Worked under tight schedules, managed multiple tasks simultaneously, managed a budget and worked with multiple parties. Trained different age groups, created activities to promote service year and pre-military preparatory year. Managed a summer camp operations team of campers.

Education

2017–2021

Bezalel Academy of Arts and Design, Jerusalem

Bachelor of Design

Upon graduation, my final project entered the "Best Book Design from all over the World 2022" competition.

2019

ECV - École de Création Visuelle, Paris

Exchange Student Program

2008–2012

Blich High School

Skills

Branding & Identity
Packaging
Art direction
Production
Print & Digital design
Book design
UX/UI
Copywriting & Naming

Project management
Team leadership
Client relations
Deadline management

Programs

Adobe programs:
Illustrator
Photoshop
InDesign
After effects

Figma
AI tools

Languages

Hebrew – mother tongue
English – full command
Spanish – basic

* Recommendations will be provided upon request