

Tal Kravetsky Reshef

Graphic & web designer



Contact Me

-  Ra'anana
-  054-2287873
-  talresh@gmail.com
-  talkr linkedin
-  Design portfolio

Language

-  **Native** language
-  **Speaking** at a very good level
writing and reading at a good level.

Skills

DB and Task software

Experience with databases and task management software: SAP, ADSYS, CMS, Redmine.

Digital

Full control of the computerized environment, social networks, search engines and office software.

Recommendations

will be provided if needed.

About Me

I've been a graphic designer for over 8 years with extensive web and digital experience. As a graphic designer, I'm providing creative solutions, while realizing customer's needs and emphasizing personal service with the aim of achieving unique and high-quality products for the customer's satisfaction. I am very aware of the importance of UX and UI in my designs.

I believe in the sentence by Walt Disney "if you can dream it, you can do it". From a young age I have dreamed of being a graphic designer and today I am living this dream.

Job experience

- 2016- present **Graphic designer | htzone, Kfar Saba**
 - Designing advertisements, landing pages and newsletters.
 - Editing photos and resizes for the website and the various digital and social channels such as Instagram, Telegram, Facebook and Google ads.
 - Creating a branding language and graphic tools for special campaigns.
 - Providing a graphic response to the various departments in the organization.
- 2014 **Graphic designer (junior) | Adorika Media Ltd. Tel Aviv**
 - Designing banners in a variety of sizes and translating them into different languages.
 - Performing updates and changes on the company's landing pages.
 - Working with project managers and customer record managers, the programmers and the HR department.

Education

- 2022 **Photoshop for advanced users** - Professional course at the Mentor College, Ramat Gan, by the director of the college Eran Borochoy - and his partner in writing Photoshop books Yigal Levy. As part of the course, we learned advanced techniques and methods to optimize our work.
- 2015 **Drawing workshop on a Wacom** by the illustrator Shlomo Cohen, at Arigent, Tel Aviv.
- 2013-14 **Animation and website design** Tafnit College, Holon
- 2012-13 **Graphic design** Tafnit College, Holon
- 2008-11 **Bachelor's degree** B.A. in Behavioral Sciences, specialization in HR by The Academic Track of the College of Management, Rishon LeZion.
- 2000-03 **Full Matriculation**, specialization in advertising and marketing at the Mor Metro-West High School, Ra'anana

Graphics Software

Extensive experience and knowledge in Adobe graphics software: Photoshop, Illustrator, InDesign and XD. Along with knowledge of html and css formatting. Experience with AI image generators through Photoshop and Illustrator.