



**sharon geva**  
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## **experience**

### **Freelance, Tel-Aviv, Israel**

Responsive Web and Branding, Jan 2014 - Present

Developing complete brands including- logo, stationary and responsive web sites.  
Working with existing Hi-Tech companies, adapting sites to responsive, implementing branding and creating various landing pages, banners (flash and static) and social media page designs

### **Infogin (GinWiz), Kfar-Saba, Israel**

Web and mobile design, July 2013 - Jan 2014

Daily work with this Hi-Tec company which allows users to covert their websites to mobile. Creating a brand new product interface, specializing in UI and UX, as well as designing customer mobile sites

### **Freelance, Tel-Aviv, Israel**

Web design, September 2012 - June 2013

Various web projects, which include the redesigning of complex and intricate Sites, UI and UX. Hand in hand work with developers in order to reach best results

### **Brand-New, Tel-Aviv, Israel**

Art Director, September 2010 – March 2012

Part of Bruckner Netta Yaar, a leading advertising agency, Brand-New is a boutique branding studio, responsible for creating various Logos marketing materials and advertising campaigns

### **Guerillapps, New York, NY**

Designer, July 2009 - June 2010

Web and iphone interface designer, part of a small creative team crafting fun and innovative applications

### **Resource Magazine, New York, NY**

Art Director, June 2007 - June 2010

Art Director and head designer, responsible for innovative and creative layouts for Resource Magazine, a contemporary quarterly publication for the professional photography industry.

### **Bloomingdale's, New York, NY**

Freelance Web Designer - February 2008 - August 2008

Member of the web creative team, design and code web pages, banners and email blasts for bloomingdales.com

## **education**

### **Parsons The New School for Design, New York, NY**

Graduated December 2007  
Associate of Applied Sciences, Graphic Design

### **Hadassah College, Jerusalem, Israel**

Graduated August 2002  
Associate of Photography and Digital Media  
(Hadassah's intensive three year program focuses on conventional and digital photography through different technologies and software)

## **skills**

Adobe Photoshop, Illustrator, Indesign, Dreamweaver  
Quark Express, Flash, HTML and Freehand  
Photography, Illustration  
Fluent in English, French and Hebrew

## **additional experience**

### **No 11 Studio, New York, NY**

Graphic Design Intern, February 2006 - May 2007  
Assisted art directors at this boutique advertising agency, with various projects, including retouching, research for concepts and logo, book, catalog, and magazine design. Worked on projects for premium brands including, L'Oreal, Le Book, Giorgio Armani and others.

### **Freelancing, New York, NY and Tel Aviv, Israel**

Graphic design, retouching and photography, 2003 - Present  
Clients include: Carol's Daughter, Trec Digital, CSi Rentals, TCH Inc., Hill and Usher, Studio Craft, Concept Farm, Israeli Consulate in Shanghai, weddings and portraiture.

### **Yaki Halperin, Tel Aviv, Israel**

Photography Assistant, March 2004 - August 2005  
Assisted Yaki Halperin, one of Israel's leading fashion photographers. Worked at shoots around the world, retouched and edited fashion photographs for billboards, catalogs and magazines.