



Elad Yana

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EXPERIENCE

2017 – present: **Editor of Studio Alef-Alef-Alef Online Graphic Design and Typography Magazine, Ot-Ot-Ot**

Main Achievements:

- Used creative thought to develop new, modern and more relevant sections, e.g. an interview section that is in fact an edited chat, etc.
- Edited over 70 articles in my first year as an editor (2017).
- Successfully marketed the magazine on Facebook and Instagram – consistent increase in followers in the magazine's Facebook page and nearly 30% more followers during my first year.

2018 – 2021: **Hebrew teacher at Harkham Hillel Hebrew Academy - 4th grade.**

Main Achievements:

- Used creative thought to develop new, modern and more relevant teaching materials including worksheets, interactive learning modules, and student frontal presentation events.
- Created 100 trivia games in the KAHOT, QUIZLET and GIMKIT apps for the 4th grade.

2016 – 2017: **Lecturer in Graphic Design History at Musrara, Jerusalem & College of Management, Rishon Lezion.**

Main Achievements:

- Above-average student feedback at the end of my first and only year as a lecturer.
- Created about 30 trivia games in the KAHOT app for the course.
- Trained two students as writers for a local design magazine.

2015 – 2017: **Freelance Graphic Designer, SCIDESIGN**

Main Achievements:

- Designed an international conference in Singapore.
- Designed presentations that were awarded financial grants.
- Functioned as a research assistant and assistant curator at the 2016 La Biennale di Venezia with the theme: **Life Object: Design Follows Biology**

2014 – 2015: **Graphic Designer, Interior and Lighting Department, Or-Ad**

Main Achievements:

- Upgraded the company website from a landing page to a WordPress catalogue site.
- Designed a complete catalogue of all company products.

2009 – 2013: **Senior Graphic Designer at Israel HaYom Newspaper and Israel HaShavoua Supplement**

Main Achievements:

- Met tight daily deadlines and developed creative solutions under pressure.
- Designed the front pages and coordinated regularly with chief editors and PR to the satisfaction of all parties.
- Wrote monthly columns, book reviews, articles on design etc.

2008 - 2009: **Art Director, Lead ad agency, GREY Group**

Main Achievements:

- Managed a graphic artists studio for the projects, simultaneously with external service vendors.
- Supervised print in special print design projects.
- Finished campaigns in print and video in relatively short schedules (under a month) to the clients' satisfaction.



MILITARY SERVICE

2000 – 2004: **Regular service - Tank Commander, Intelligence Officer.** Lieutenant's rank.

As part of my duties as a Battalion Intelligence Officer, I was required to form a weekly battalion-level intelligence assessment, coordinate brigade - in Judea & Samaria and along the northern border of the State of Israel, and to command the intelligence department, which included a number of soldiers.

2004 – 2017: **Reserve duty - Operations Officer, Armored Division.** Major's rank.

My duties required coordinating division-level activities in routine training, review operations-level processes at the division and report on the performance of the Operations Division and the Armored Division as a whole, according to orders.



EDUCATION

2010 – 2012: **M. Design master's program**, integrated design at H.I.T Holon institute of technology | Holon, Israel

- **Thesis:** "The Totalitarian Foundations of Advertising"

2004-2008: **BA Design** at H.I.T Holon institute of technology | Holon, Israel

- **Thesis:** "The Story Behind the Story" accompanied by illustrations of a short-stories book

LANGUAGES

Hebrew: mother tongue

English: high command

French & German: basic knowledge

SKILLS

- Time management, team work and management, high interpersonal communication capabilities.
- Can work under deadlines and meticulously work on extensive problem-solving and processes.
- Can perform in-depth research.
- High art direction, typography and design project management capabilities.

TOOLS

- Full command of Adobe Creative Cloud (mainly print software)
- Full command of Office programs
- Practical knowledge of HTML, CSS, WIX, WORDPRESS; partial command of interface design software
- General understanding of marketing and particular understanding of social networks.