



# Tally Levin

Art director | Graphic designer

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## Education

2022

**Managerial development program**

2005-2009

**Shenkar, College of Engineering and Design.**

Bachelor of Design - Visual Communication degree.

2001

**IDF, School of Computer Professions.**

Guidance and implementation of computer systems course.

## Language

Hebrew

English

## Personal Projects

- Investor and Brand & Social Media Manager at [Hormesis TLV](#).
- Contributed to the Ladies Wine & Design Israel team.
- Co-founded and designed the dating app 'howUdojn?'.

## Experience

2023-Present

○ **Freelance design** | Creative, art direction, graphic design

Working closely with tech, cybersecurity, and AI companies, I specialize in marketing design and branding. My expertise includes creative direction, graphic design, marketing design, event design, web design, rebranding, and more.

○ 2020-2023

**Kaltura** | Video cloud platform.

Art director | Marketing & branding design lead

I founded and led Kaltura's design team, managing a mix of full-time designers and freelancers. In this role, I oversaw task delegation, ensuring effective collaboration within the team. As the Art Director, I played a key role in shaping Kaltura's new branding strategy, leading the design of large campaigns and art directing brand photoshoots. I maintained close collaboration with various departments to ensure a consistent visual brand representation.

○ 2018-2020

**Sisense** | Business analytics software company

Senior brand designer

At Sisense, I led design for international events, and conferences, and collaborated with HR for employer branding. I played a key role in crafting the design for the company's website, marketing documents, and campaigns, and led the comprehensive rebranding process for Sisense.

○ 2016-2018

**ePlane** | Online aerospace marketplace

Product designer

As the Product & Brand Designer at ePlane, I defined the visual identity, encompassing UI elements, social media assets, and conference booth designs. Collaborating across departments, I ensured a unified brand presence.

○ 2014-2017

**MusicLab** | Development house

UI.UX Graphic designer

Contributed to a dynamic design team at MusicLab, working on UI design for games and applications, landing pages, and web add-ons, as well as motion design projects, social media designs, branding, and more. Played a vital role in creating visually appealing and user-friendly interfaces.

○ 2012-2014

**BB&A** | Advertising agency

Chief Graphic designer

As the Chief Graphic Designer at BB&A, I spearheaded and led all design and branding campaigns. Designed packages, magazine ads, and provided full branding services for restaurants, spas, and various clients across different industries.

○ 2011-2012

**FOX** | Israel's leading fashion brand

Graphic designer

Collaborated as part of a team of fashion and graphic designers for the women's department at FOX. Designed prints, graphics, patterns, and illustrations. Additionally, contributed to the development of technical specifications for clothing production and designed lingerie and accessories.

○ 2009-2011

**All In One** | Branding & advertising boutique studio

Graphic designer

Specialized in graphic design, branding, and strategy. Created monthly catalogs for large supermarkets, designed magazine ads, packaging, and contributed to the overall visual communication of the studio's projects.

## Skills

