

# Liran Hadashi

## Product Designer.

**I'm a Product Designer.  
But I'm also an optimistic, Yogi, wine lover,  
Podcasts addict, and a passionate learner.**

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### **EXPERIENCE**    **2019 - CURRENT - FREELANCE GRAPHIC DESIGNER / PRODUCT DESIGNER**

During my Relocation in South Africa I worked with Israeli Clients on different projects such as branding, marketing design for startups, books and catalogs design, writing and designing for "Uncoated" online magazine, and more.

### **2018 - DESIGNER AT "RELOAD" ADVERTISING AGENCY IN DURBAN, SOUTH AFRICA**

Reload's clients were very diversified, from STONENHAGE FLEMING Investment Management, to Medical Tech companies and PANNAR seed group. I specialized in many fields such as branding, packaging, marketing, video edit, and animation.

### **2016-2017 "WALLA! NEWS" GRAPHIC DESIGN DEPARTMENT - DESIGNER**

Worked with editors of the different columns, designed infographics and banners.

### **2016 "TRENCH" FASHION STARTUP - INTERN**

Marketing Design - campaigns for social media, company's logo and design language as well as various promotional products.

### **EDUCATION**    **2021** UI/UX course at *Codesigner*

**2013-2017** Minshar college of Art, Tel aviv - Visual Communication Department. Graduate diploma combined with a B.A degree from The Open University. graduated with high honors.

**2002-2005** Megiddo high school – Major studies in Graphic Design and Dance.

### **LANGUAGES**    **HEBREW** – Native speaker **ENGLISH** – Fluent

### **TOOLS**

- Figma
- Indesign
- Illustrator
- Photoshop
- Premiere
- After Effects
- Elementor