

Hello,  
my name is Noa and I am a designer and a creator situated in Jerusalem.  
I have completed my Industrial Design studies at Bezalel Academy in 2017.  
Since then, I have been living and creating in Jerusalem, working as a self-employed and as designer in **Magentaworkshop** design studio.  
I am passionate about design, material, color, and texture. I am fascinated by the complex relationship we have, as people, with our environment.  
I believe that a designer's soul is visible in their designs, and I work in perception of this belief.  
I am strong at analyzing consumer environment and research, and coming up with a creative solution that comes from my personal worldview.  
I consider myself as a team player and understand the importance of every individual's diverse point of view in a team project. Sufficient at managing, organizing and initiating projects, from theory to execution.

#### Professional Experience:

##### **2018-2020 / Designer in Magentaworkshop, design studio, Aminadav town.**

In Magenta, my workload consisted of self-management, an infinite passion for design and the opportunities it presents, collaborating in a design team and participating in the proceedings of the studio.

**Magenta** is a studio that qualifies as a workshop that combines a boutique studio and a melding workshop. the products in the studio take form in full dialogue between the designer and the workshop employees. metals and the technology that relates to them are main and immediate material used in the workshop.

Simultaneously to this expertise, the work process exists constant research of new techniques, materials, and structures. The studio is deals with the development of the product entirely from sketching to creating.

During my employment in the studio, I have expertized in furniture design and execution, in large and small scales, and designing show furniture for the fashion industry.

I worked on projects for architect offices and different clients in the design, fashion, production and construction fields. planning, designing and creating for public institutions, outdoor spaces, private homes, television productions and cultural events, museums, exhibitions, and galleries. Experience in large scale designing indoor and outdoor areas, Outdoor furniture, sculptures, and interactive art installations. during my time in Magenta, I have coordinated design development, on a personal level, and as part of group development. from concept design and techniques, problem-solving technical issues, planning an efficient manufacturing, working in collaboration with the workshop and its employees, and with varied suppliers, to the graphic packaging of the product.

I have experience in designing products for boutique shops and galleries, and developing a material research through handmade experiments.

##### **2017-2018 / Graphic designer in the marketing unit, New Spirit organization, Jerusalem.**

New Spirit is an organization that operates to benefit the youth in Jerusalem.

As part of the marketing unit in the organization, I have participated in developing the marketing strategy and its design. Also, of various events, the organization has produced and collaborated with an assortment of clients, producers, and other organizations that work in the city.

This job required versatile abilities, perception, and developing colorful and unique brands for various projects . producing graphic designs for events, in print and digital, on a large scale (posters, advertisements, décor setting) and on a small scale (programs, maps, flyers, and other products). Re-designing and Enhancing the brand, including renewing the organization's logo.

**2016 / Part of team FAB LAB**, developing and creating the opening event of "Jerusalem design week" Hansen house, Jerusalem.

**2013 / Pastry chef** at "Lavan", chef restaurant.

**2012 / Pastry chef** at "David Leor" bakery

#### Personal Abilities:

I have great abilities in organizing and managing projects. Deeply developing concepts in research, technical standards, with the customer's needs in mind.

I execute tasks in an effective and thorough manner and manage to multi-task adequately and synchronize between tasks sufficiently. My work-style is based on original thinking and addressing problems creatively, in real time and during the design process.

Exceptional interpersonal interaction in teamwork, alongside great motivation for success, self-management, and personal endeavors.

I am exemplary in person and in writing. Highly competent in graphics alongside three dimension abilities in various elements. practicality and productiveness, alongside innovation, aesthetics, and vision, Diligence, commitment, and devotion for the workplace, alongside attention to detail are qualities that describe me as a designer .

#### Accomplishments and exhibitions:

2016 / most outstanding project in studio, fourth year

2017 / graduated with honors

2018 / participated in Jerusalem Design Week.

2020-2021 / The Tel Aviv Biennale of Crafts & Design 2020 with **Magentaworkshop**

2020-2021 / transitional object , Ashdod philistine culture museum

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#### Education:

##### **2013-2017**

Bachelor of Design  
Department of Industrial Design  
Bezalel Academy of Design and Art  
Jerusalem, Israel

##### **2015**

Fall semester in Industrial Design  
student exchange program  
Rhode Island School of Design  
Providence, USA

##### **2001-2007**

High school graduate  
majoring in art and history  
Givaat Gonen High School  
Jerusalem.

#### Technical skills:

##### Softwares:

Solidworks

keyshot

Adobe illustrator

Adobe photoshop

Adobe indesign

#### Handcrafting skills:

Textile: sewing, planing and weaving

Ceramic molds

3D printing

Silk screen printing

Shoe planing

Metal: welding, rolling, and CNC

Woodworking

Sculpture and hand modeling

Illustration and drawing (high level)

#### Languages:

Hebrew- native language

English- fluent