

ELLA DEKEL

VISUAL & DIGITAL DESIGNER

CURRICULUM VITAE

CONTACT INFORMATION

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752 66, Uppsala, Sweden

EDUCATION

- Digital design December 2019
Berghs School
of Communication
- Bachelor of Design July 2007
in Graphic Design
Visual communication track
With honors

Shenkar College of
Engineering & Design

SOFTWARE SKILLS

- Adobe InDesign, Photoshop,
Illustrator, Xd, After Effects
- Sketch
- InVision
- Keynote

LANGUAGES

- Hebrew Mother tongue
- English Fluent
- Swedish Working knowledge

PROFESSIONAL EXPERIENCE

Visual I & digital Designer | Self employed | 2018-today

Creating brand identities and digital materials to various clients. Currently working with Swedish Linens, a textile company, and Uppsala Fotofestival.

Co-owner & Head Designer | ME design studio for branding & UX/UI | 2016-2018

At ME design studio we worked with branding and UX/UI. We accompanied our clients from top to bottom, starting with logo design through print and digital design and to a complete brand identity including a responsive website.

Our work included creating a graphic concept composed of logo design and visual language, brand basics, packaging, ads, billboards, brochures, exhibitions design, responsive websites and icons design.

We worked with a range of clients, big and small companies. Among our clients: Oracle Corporation, Catering Perla and Josef, IMTM (International Mediterranean Tourism Market), Culturente, Kenes group, MSM, Arim mall, Akin Jerusalem and more.

Visual & digital Designer | Self employed / SH studio | 2011-2016

As a freelance designer I created brand identities and websites and also worked as a permanent freelance designer for Shai Hayoun studio. Working with SH studio, I designed some packages for Curver including infographics for their manuals and some conference materials and brochures for Orbotech LTD.

Visual & digital Designer | Render design studio | 2008-2010

The studio created brand identities including packaging and websites to various clients. During that time I designed the website for Keter plastic alongside with smaller scale branding such as boutique law firms.

Visual designer | Inbar/Merhav advertising agency | 2007-2008

I was a part of the in-house design studio of the agency. We were responsible for below the line (BTL) advertising including all print marketing materials such as brochures, catalogues and creating brand identities. We worked with clients such as Nissan Motors and Excellence Investment House.