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|  | MEIRAV OHAYONDesign Research / Service + UX/UI DesignerTel Aviv **|** 054.4229380 **|** meirav.ohayonziv@gmail.com **|** Portfolio: [www.meiravohayon.com](http://www.meiravohayon.com) I am an impact driven designer, seeking to design life-changing meaningful products. Until late 2017, I designed handbags and jewelry under my brand. That was a one-person-show, in which I did everything: product design, marketing, website design, content strategic plan and more. At that time, I felt very lonely, and looked for a change. I then decided to join the Master program in Integrated Design at the Holon Institute of Technology. My past experience as a brand owner, along with my recent studies, provided me with an unusual interdisciplinary set of skills for dealing with designing holistic solutions to complex problems. Since January 2020 I have taken part in a variety of design researches, observations, conducting an ideation workshop and designing a user experience as a freelancer. I am always curious and keen about the next project. |
| **ㅡ**Tool Box | horizontal lineDesign Thinking | Figma | Photoshop | Illustrator Premiere | XD | Miro/Mura | Wix platform l Office | Social Media |
| **ㅡ****Experience** | horizontal line**Freelance Projects** **Autonomit - design and technology /** UX design As part of a project in collaboration with the IDF, I joined to help design the user experience and create an initial prototype.05.2021, Tel Aviv, Freelance projectTel Aviv Municipality - Community Administration / Network Research on next-generation public participation platforms.Since 04.2021, Tel Aviv, Freelance projectTel Aviv Municipality - Early Childhood Promotion Department / Preliminary learning and mapping research led by Tair Avni* Interviews and observations
* Analysis of insights and recommendations for directions of research

Since 12.2020 - 04.2021, Tel Aviv, Freelance project**IMPACT - Tel Aviv City Innovation Team** / Leading an ideation workshop with potential young adults consumers for Cameri Theater on barriers and motivations in cultural consumption. Directed by Yariv Epstein.03.2021, Tel Aviv, Freelance project**Pathos Mathos Company** / Visual Designer * The third eye to the creative process of Eichmann Project - terminal 1
* Website design :https://www.pathosmathoscompany.com/
* Visual design of the marketing campaign

Since January .2020, Tel Aviv, Freelance projectTel Aviv Municipality - Community Administration / Design research on "Neighborhood Leadership - Where to?" Led by Tair Avni* In-depth interviews
* Analysis of insights includes characterization of personas and recommendations for directions of action
* Design a presentation of insights and directions of action

02.2020- 12.2020 , Tel Aviv, Freelance project**Autonomit - design and technology /** UX/UI designAs part of an ideation workshop with the IDF Human Resources Unit on improving recruitment processes, I joined the delivery phase for the initial design of the product according to the team's brief.08.2020 Freelance project**IMPACT - Tel Aviv City Innovation Team** / A design study led by Yariv Epstein on "Reducing aggression among children and youth"* In-depth interviews
* Analysis of insights
* Facilitating an ideation workshop

01.2020 - 07.2020, Tel Aviv, freelance workMEIRAV OHAYON Bags and Jewelry / Owner and Designer2015 - 2019, Tel Aviv* Design collections and production management.
* Visual communication design for marketing
* Marketing, PR and social media account management
* Website design and management.
* Production of sales events and collaborations
* production of collection shooting days
* Guiding workshops for designing leather jewelry

 SQ1 & ‘Bracha Bar On’ / Bag and Accessories Designer & Brand Management2009-2013, Tel AvivPhase 1: Establishing and managing the SQ1 brand from concept development, then on to production. Design the collections of bags and accessories of SQ1.Phase 2: Design bags for both SQ1 & ‘Bracha Bar On’. <https://meiravohayon.wordpress.com/sq-1/>mishi - Bags Brand / Owner and Designer2003 - 2008, Tel AvivA business that came about by chance and became a brand. The bags I designed were sold in the top design shops and boutiques in Israel and in the United States. In January 2007 I opened a studio shop at Tel Aviv’s Gan Ha’Chashmal Fashion Compound, which was active till the end of 2008.* Design collections and production management.
* Production of sales events and collaborations
* production of collection shooting days
* Marketing and sales

<https://meiravohayon.wordpress.com/mishi-2/>Bezalel / Guest Lecturer in the Department of Jewelry and Fashion2007 - 2008, JerusalemDirection of two courses: * Shoes Design Studio - An elective course for third - fourth year students
* 'Cordura' Material Laboratory course - A compulsory course for second year students

Costume & Stage Design for Theater and Dance / Freelance Work2001 - 2008, Tel AvivScenery and costume design for several fringe theatrical productions at Tzavta Theater, Acting Schools, Hazira - Performance Art Arena, Suzanne Dellal Centre, and others[https://meiravohayon.wordpress.com/מעצבת-תפאורה-ותלבושות/](https://meiravohayon.wordpress.com/%D7%9E%D7%A2%D7%A6%D7%91%D7%AA-%D7%AA%D7%A4%D7%90%D7%95%D7%A8%D7%94-%D7%95%D7%AA%D7%9C%D7%91%D7%95%D7%A9%D7%95%D7%AA/)  |
| **ㅡ****Education** | horizontal lineHolon Institute of Technology (HIT) / M.Des 2017 - 2020, HolonMaster in Integrated Design. Main Laboratories: Speculative Design, The City as a Design Project, Service Design, Trans Media and Final Project. UX/UI course.Bezalel Academy of Arts and Design / B.F.A1995 - 1999, JerusalemGraduate of the Department of Jewelry and Fashion. |
| **ㅡ**Exhibitions & **Awards** | horizontal line**40+08 Art Marathon in the Negev**2018, Beer ShevaThree days of Arts and Culture Hackathon for Designers and Artists who Created art Projects that Respond to Beer Sheva - the Desert Capital. The projects Presented at Southern Glow Festival 2018**"Cutting Edges: Israeli Fashion and Design"**2017, JCC ManhattanGroup exhibit of current Israeli fashion, textile, jewelry and accessory designers. Curator: Keren Ben-Horin**"Fresh Design 2016"**April 2016, Tel AvivGroup exhibition of industrial, jewelry and accessory designers, under the auspices of the “OutBox” non-profit organization**The Golden Hedgehog: Israel Fringe Theater Prize**2009, Tel AvivTheater Stage Design prize for the play “The mill owner and the mill” [In Hebrew]. performed by Hazira - Performance Art Arena, directed by Gili Shanit.**"Slim" A Group Exhibition**2007, Tel AvivDesigners and artists responding to the classic market basket at Studio Gallery**Artik 1**1999, Ramat Gan Museum of Israeli ArtExhibition of American-Israel Cultural Foundation scholarship winners |
| **\_\_**Languages | horizontal line |

 **Hebrew** - Native speaker

 **English** - Professional working proficiency