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|  | MEIRAV OHAYON Design Research / Service + UX/UI Designer  Tel Aviv **|** 054.4229380 **|** [meirav.ohayonziv@gmail.com](mailto: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 line  Design 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 project Tel Aviv Municipality - Community Administration / Network Research on next-generation public participation platforms. Since 04.2021, Tel Aviv, Freelance project Tel 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 project Tel 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 design  As 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 Aviv Phase 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 Aviv A 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, Jerusalem Direction 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 Aviv Scenery 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 line Holon Institute of Technology (HIT) / M.Des 2017 - 2020, Holon Master 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, Jerusalem Graduate of the Department of Jewelry and Fashion. |
| **ㅡ** Exhibitions & **Awards** | horizontal line  **40+08 Art Marathon in the Negev** 2018, Beer Sheva Three 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 Manhattan Group exhibit of current Israeli fashion, textile, jewelry and accessory designers. Curator: Keren Ben-Horin  **"Fresh Design 2016"** April 2016, Tel Aviv Group 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 Aviv Theater 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 Aviv  Designers and artists responding to the classic market basket at Studio Gallery  **Artik 1**  1999, Ramat Gan Museum of Israeli Art  Exhibition of American-Israel Cultural Foundation scholarship winners |
| **\_\_** Languages | horizontal line |

**Hebrew** - Native speaker

**English** - Professional working proficiency