

C.V

TAMAR KALIF

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EDUCATION

- 2018 - PRESENT :** **Bezalel Academy of Arts and Design, Jerusalem**
B. Des. in Visual communications design. Graduation expected June 2022.
Participated in student exchange program at University of Art London in spring term 2021, illustration program.
- 2007-2013 :** Beer Tuvia regional school, Full matriculation certificate.

MANDATORY MILITARY SERVICE

- 2014-2016 :** **Operation room worker, Israeli Air Force (iaf) special rescue unit**
Responsible for carrying out all operational activities of unit 669, working in 24 hours shifts. This role required the ability to function well under pressure, multi-task, creativity and high costumer orientation.

PROFESSIONAL EXPIRIENCE

- 2021-PRESENT :** **Tailor Brands, Expert team- web design department**
Designing websites for clients, based on directed brief using an online web design platform. Focusing on concept and brand identity, creating style guides, UI and responsive designs.
- SUMMER 2021** **Wix Playground Academy- summer internship**
Exclusive 5 weeks program focusing on develop personal portfolio while improving WEB-design skills such as UX, motion design, web layout and responsive design.
- 2020 - 2021 :** **PR and New Media coordinator, Bezalel Students Union**
Student job, responsible of all PR and publicity of the union, practicing graphic design, social media, web design, marketing and relations with students, Community Involvement.
- 2019 - PRESENT :** **Freelance**
Graphic design, branding, logo creation, presentation design, illustration, poster creation.
- 2018 - 2020 :** **Marketing Department, The Hebrew University of Jerusalem**
Student job that allowed me to practice graphic design for marketing events and projects, including creative concept development, extensive graphic package, and administrative production.

VOLUNTEERISM

- 2018-PRESENT :** **Various scholarships**
Taking part in different voluntarist scholarships along academic years, practicing guiding and escorting younger students, new Olim (Jewish people moving to Israel from south Africa) to help ease the transition, guide at the Art and Activity center for special needs children and taking part in the 669 army unit association as a graphic designer.
- 2013-2014 :** **Shnat Sherut**
Volunteer year after graduating and before the military service. These activities are organized via the Emek Izrael regional council youth movement.

SKILLS

Languages
Hebrew- Mother tongue
English- proficient

Computer applications knowledge
InDesign, Illustrator, Photoshop, After Effects, Figma