Portfolio:
shanygdesign.com

0542195330
Shanygreen91@gmail.com

Shany Greenberg - Lutzky
Senior Brand & Marketing Designer

Experienced in multi-disciplinary fields: Branding | Concept & Strategy | Corporate & Employer branding | Web design & UX/UI | Digital & Social Media | Print | Events & Conferences Design | Spatial Design & 3D | Project Management & Leadership | Presentations & Storytelling. Always with attention to the smallest details, focusing on the target audience with innovative thinking and agile approach in every brief.

Experience

2021 - Present — **Senior Brand Designer & Creative Lead**
SAPIENS - Insurance Software Solutions

2020 - 2021 — **Creative & Marketing Designer**
ZAITZ - BTL Studio, digital & advertising

2019 - 2020 — **Designer & Creative Specialist**
Kenes Israel Productions

2018 - 2021 — **Design Teaching Assistant**
Design & Innovation school - The college of management and academic studies

2018 - 2019 — **Graphic & 3D Designer**
''Archigraphia'' Studio

Graphic Designer
''Giraff'' Studio

2012 - 2018 — **Sales & Operations Rep.**
EL-AL Israel airlines

Education

2019 — **UX/UI**
Mentor college

2013 - 2017 — **B.Design Int. Cum-Laude**
The college of management and academic studies

2012 - 2013 — **6B Design School**

2006 - 2009 — **Graphic Design & Arts**
Gan-Nahum High school

Military Service

2009 - 2011 — **Marom - Special trainings**
Personnel Coordinator
*Independence day Excellence award

Sapiens Rebranding Project Lead
Planning, creating and executing updated Sapiens' visual language across all media channels, internally and externally, including trainings and official launch.

Key-Note Speaker
Israeli Insuretech Accelerator, Hosted by Sapiens.

Sapiens 40 Years Campaign Lead
Planning, creating and executing Global assets, Online and Offline.

EMEA Client Conference 2023 Lead Designer
Concept Development & Design for production.

Israeli Girl's Week 2024 - Speaker

Student Projects:

B.Design Int Outstanding Final project - Green Design of Adjustable Office Spaces

Solar Decathlon - China - Head of Visual Communications, Israel team

Design award 2016 Finalist

1st Place Winner ''Riviera'' Store Concept

BA + MA Rotterdam Design workshop

Skills

- Photoshop
- Illustrator
- Indesign
- Xd
- Powerpoint
- Office
- ACTIVE TRAIL
- Unbounce
- Html + Css
- Rhino 3D
- Autocad
- Wix

+Copywriting, Illustration, Photography

Languages: Hebrew + English (Native), Russian