

## David L. Yaphe

### Graphic Design

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### PORTFOLIO:

<https://davidyaphe.weebly.com/>

*Experienced and versatile Graphic Designer with background in corporate and publishing design. Over 8 years in B2B marketing. Strong knowledge of design, typography, and color for print and digital applications. Creative, highly organized, detail-oriented, and can prioritize projects in a fast-paced multi-tasking environment. Communicates well with team members and clients. Looking to contribute my knowledge and skills assisting a company to move forward while continuing to grow and expand my responsibilities.*

## EXPERIENCE

### 2018 – present, 1996 – 2004 | Senior Designer

Ben Gasner Design Studio, Jerusalem, Israel

*Design of various high-quality projects from hi-tech, non-profit, and publishing sectors*

- Corporate ID, annual reports, logos, books, presentations, brochures
- Coordinated projects with other designers and suppliers
- Client contact throughout projects

### 2007 – 2016 | Senior Marketing Designer

Ericom Software, Jerusalem, Israel

*Developed concepts and delivered graphics for high-tech company*

- Maintained and evolved company brand for new situations
- Standardized print and online materials resulting in consistent brand messaging
- Streamlined company website for improved user-experience
- Assisted developers to standardize UI for mobile apps and webapps
- Produced videos to help promote various products
- Applied company branding to exhibition graphics

### 2006 – 2007 | Project Manager, Graphic Designer

IDT Global Services, Jerusalem, Israel

*Graphics and localization of various 3rd-party materials*

- Developed and designed internal company material for various functions and promotions
- Managed and adapted various global products for specific regions while maintaining original branding

### 2005 – 2006 | Graphic Designer

Hamodia Newspaper, Mishpacha Magazine, Jerusalem, Israel

*Design and layout for leading publications*

- Developed concepts, graphics and layouts for articles, feature stories, and covers

### 2004 – 2005 | Senior Graphic Designer

Simcha Publishing Company, Jerusalem, Israel

*Book design for publishing house*

- Conceptualized and produced cover designs, interior designs, and typesetting for books
- Design of various promotional materials, ads, and POP displays
- Press checks for quality control
- Client and supplier contact throughout projects

### Previous Professional Experience

#### 1994 – 1996 | Owner/Creative Director

Kadima Design, New York, NY

*Owned and managed design studio*

- Responsible for sales, design and production of various projects including corporate ID, annual reports, books, brochures and point-of-purchase displays

## SKILLS

Photoshop, Illustrator, InDesign, Camtasia Studio, PowerPoint, DreamWeaver, QuarkXPress, HTML and CSS (basic level)

## EDUCATION

**Rochester Institute of Technology** | Rochester, NY • Bachelor of Fine Arts, Graphic Design

**Rockland Community College** | Suffern, NY • Associate of Applied Science, Graphic Design

**State University of New York at Albany** | Albany, NY • Liberal Arts

## HONORS

- Rochester Institute of Technology Dean's List. Graduated with Honors
- Rochester Institute of Technology Student Honors Exhibit
- Illinois State University Design Today Exhibit
- Rockland Community College Academic Honors

References available upon request