



Reut Ashkenazy

www.reut4u.com
reutneo@gmail.com
+972.52.4569067



Education

- [2011] **Baalie Hamelaha, Silk Screen Printing.**
Silk Screen Printing
- [2010] **Yebuda Miklaf, Bookbinder, Jerusalem.**
Bookbinding
- [2005-2009] **Shenkar, College of Engineering & Design, Ramat-Gan, Israel.**
B. Design degree of Visual Communications
- [2004-2005] **MATI, Jerusalem Business Development Center.**
Business Management Course
- [1998 -2001] **Ort Ramot, Jerusalem, Israel.**
High school diploma in Visual Arts

Employment

- [2010-Today] **Freelance.**
Adidas, Germany: Concept development & design of fashion catalog, packaging & website.
Mark Batty Publication, New York: Book design.
Teva Hadvarim Publication, Tel Aviv: Book design.
2Print Studio, Tel Aviv: Freelance designer.
Working especially with clients from fashion industry all over the world (“Hoodies”, “Mekimi Fashion”, “Erez Ovadia Brides”, “Yarin Shahaf” etc’).
Fashion consultant for private and commercial customers.
- [2010] **Studio David Haliva - Visual Communications.**
Junior designer - logo design, packages, posters, ads, business identity.
Worked directly with clients from the fashion, food and real estate industries.
- [2009 - 2010] **SIT- Systematic Inventive Thinking.**
Function as an inhouse designer - catalogs and marketing presentation.
- [2008 - 2009] **Roni Moscona M.D.- Plastic & Reconstructive Surgery Medical Clinics.**
Office manager.
- [2000 - 2010] **Yuli Models Group.**
Model - My portfolio includes works from high-fashion to commercial fashion.

Military service

- [2001-2003] **Military service (IDF), Israel.**
Certified in web design, network and technical support.

Technical skills

Graphic Design:

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Macromedia Freehand

Web Design:

Adobe Flash CS4 Professional
Macromedia Flash MX

Productivity:

Microsoft Office suite
Microsoft Windows 7, XP
MAC OSX
Keynote

Publications

- [2011] “The Art of Package Design”, book by Sandu Publishing Co., Ltd., China
- [2010] “Branding Element - Logos”, book by SendPoints Books Co., Ltd., China
“Theyedropper”, Design site, *Cats’ Aid*, Spain
“Samllil”, Design site, *Happy new year card*, Israel
- [2009] “Dubu Magazine”, Issue No 2, by Guzel Sanatlar Publishing, Turkey
“Formes De Luxe”, Design magazine, *Layers*, France
“Lovely Package®”, Design site, *Layers*, USA
“Mint”, Design site, *Officio*, USA
“Nutspress”, Design site, *Kooli*, Japan

Other Interests

I am passionate when it comes to design and art. I read religiously blogs, books and magazines about visual art, illustration, graphic design and fashion, industrial and interior design, architecture and sculpturing. I master in different painting technics. On my free time I also love photography, bookbinding and sewing. Furthermore, I have a passion for travelling, music, reading, cinema, theater, illuminated books, dancing and crazy about cats.

Languages

Fluent in Hebrew, English.