

SIVAN ROYZ

Graphic Designer

431 554 8680 **T**

sivanroyz@gmail.com **E**

<https://www.sivanroyz.com> **W**

<https://www.linkedin.com/in/sivanroyz/> **in**

PROFILE

Creative, multidisciplinary designer, with great communication skills and creative abilities.

Highly motivated with a strong & independent work ethic, offering 9 years of demonstrated experience in the design process and user experience in both Product Design and in Digital Design (marketing design, communications design, web design and production).

Translating trend analysis and brand identity from concept to creative artwork into engaging communications, with strong attention to detail and the ability to produce continued supporting promotional materials.

Able to read market future needs and conceive those into design ideas and solutions, with proven success in creating higher engagement.

Experienced in fast-paced environments, able to deliver while balancing multiple design realms at a time.

AREAS OF PROVEN PERFORMANCE

- Branding & Marketing
 - Identifying Trends & aesthetics
 - Digital & print design production
 - Communications design
 - Web Design
 - Package design
 - User experience
 - CAD design
 - Video Editing
 - Photo editing
 - Photography & styling photoshoots
 - Social Media Marketing
 - Product design
 - Quality assurance & control
 - Product Fabric sourcing
 - Manufacturer sourcing
 - Repetitive pattern design (textiles)
 - Color separation for screen print
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TECHNICAL SKILLS

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Premiere • Lightroom • Adobe CC
 - Microsoft Office Suite • PC & MAC environment • WordPress • Wix
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EXPERIENCE

Fashion CAD Designer

Bootlegger | Feb 2021 – Present

- Creating artwork and providing CAD designs - seamless repeats for screen and digital print production.
- Researching trends & creating seasonal trend boards as base of design.
- Brainstorming new design concepts for upcoming designs.

Communications Designer

Intel Corporation | Feb 2017 – March 2020

- Developed internal communications aligned with brand guidelines.
- Created visually enhanced communications for print & web: websites, video interviews, newsletters, announcement emails, signs, banners, rollups etc.
- Created & managed Digital Signage: defining visual guidelines aligned to brand identity, creating content work kit, and maintaining workflow.
- Planned content publishing work processes, implementing the process, educating employees on content submitting process.
- Able to optimize turnaround y to y and engage users significantly through enhanced, disruptive, engaging, “on trend” campaign design.
- Designed websites for events and conferences.
- Created Executive presentations in flow with brand guidelines.

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EXPERIENCE CONTINUED

Graphic Designer

Take A Nap | June 2016 – Feb 2017

- Developed & maintained WordPress online store & produced marketing content for website and social media.
- Created merchandising concepts for products, textile prints, packaging, and product labels.
- Created digital design artwork: PSD for web & mobile design | landing pages | promotional banners | marketing emails.
- Initiated and preserved connections with global manufacturers.
- Products & materials sourcing for upcoming collections based on trend, quality, and profitability research.
- Developed CAD's and tech-packs ready for production.
- Oversaw product photography sessions - sourcing photographers, styling photoshoots and layouts.

Graphic Designer

Shopset Ecommerce | Jan 2014 – June 2016

- Provided print and digital design.
- Managed social media and marketing content such as branding, promotions, ads, emails and landing pages.
- Developed and preserved multiple online stores.

Textile Print Designer

Tamar Tishbi Design | Jan 2013 – Dec 2013

- Created artwork and provided CAD designs - seamless repeats for screen and digital print production.
- Developed color separation files for silkscreen print production.
- Researched trends & created trend boards as base of design for bi-annual client showcase.
- Brainstormed new design concepts for upcoming print designs.
- Delivered design based on markets and needs of clients, for retailers such as Costco and Bed Bath & Beyond.

Textile Designer | Production Coordinator

Yehuda Silberberg | Sep 2011 – Dec 2012

- Created artwork for print designs as per client market and needs.
 - Designed and recolored prints.
 - Supervised quality of fabric, color accuracy and print alignment during print production.
 - Developed CAD for client company review and presentation.
 - Managed client accounts of leading US home fashion retailers: Pottery Barn, Anthropologie, and West Elm.
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EDUCATION

Canadian equivalent (four years):

Bachelor of Design | Textile Design | 2007-2011

Majored in Printed Surface Design

Shenkar College of Engineering, Design and Art, Israel

Professional School | Apparel Design | 1999-2002

Reut High School of the Arts, Israel