

# Ron Porat <sup>a</sup>Designer

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I'm Ron Porat, a Visual Thinking Designer based in central Israel. My design philosophy revolves around combining innovative and creative concepts and purpose while paying close attention to the smallest details to create a fully identified visual identity, ensuring a project's completion.

## Experience

### **Brand Designer at "FireArc" 2023-Present**

Responsible for designing and developing 'FireArc' and sub-brands visual assets, including events, merchandising, prints, office environment, and web applications.

### **Visual Designer at "Studio&More" 2022-2023**

Brand and web designer in the branding and digital design studio, full responsibility on leading the projects with the clients and development from concept to execution.

### **Lecturer Assistant at "The School of Design and Innovation" 2023**

Teaching assistant of the course "branding design of cultural events" at The College of Management Academic Studies.

### **Self Employed Designer 2020-2022**

Self-employed graphic designer managing diverse projects in branding, marketing, web, and commercial design.

## Internships

### **Wix.com "Playground Academy" Designers Intership 2022**

Internship program for designers at "Wix.com" includes work and studies on web and interactive design field, self branding and "Editor X" platform.

### **Graphic Designer at "Studio In-House" 2021**

Intern at the 'School of Design and Innovation' (Colman), working on branding for college events, conferences, and external collaborations.

## Education

### **"B.Des" at the School of Design and Innovation 2019-2023**

Bachelor's degree as part of a specialization on visual communication and spatial design, in the College of Management Academic Studies.

## Achievements

- "2023 Alef Alef Alef Prize" award winner.
- Project presentation at the "Agam Museum" on "What If" exhibition.

## Skills

Brand and Visual Identity, Marketing, Web Design, Image-Making and Visual Thinking.

## Tools

Figma, Illustrator, Indesign, Premier, After Effects, Blender, Rhino, Wix Studio.