

Hi, I'm Tal Margalit

I'm an experienced, hands-on design leader, with a great passion for design and problem solving. I love researching and exploring how visual choices affect the usability and usefulness of a product. I am great at starting with the big picture decisions and then drilling down to every element and detail. I am known for coming up with creative solutions and have a knack for storytelling. In my free time I enjoy chocolate making, Rupaul's drag race and collecting vintage homeware :)



Tel Aviv, Israel



+972-54-4764960



talmargalit1611@gmail.com



talmargalit.com



/tal-margalit1/

Experience

Guesty

2019 - Present

Design Lead - UX/UI and Branding

Establishing the design studio and spearheading the UX/UI of the company website, help center and ticketing process, as well as various product features. Leading motion designers, video editors and developers (both in house and freelance) in the development process from conception and design to development and launching. My responsibilities also include leading the rebrand of the company, leading the marketing design team and assisting in all design needs of the company.

LEAD Ogilvy Advertising agency

2016 - 2019

Art Director

Creative concept development, brand building and creating visual languages, campaigns and experiences that promote, market and advertise a wide variety of clients and their products. My clients came from various industries, from tech companies through fashion and real estate. My campaigns were holistic- including commercials, digital assets, signage and more.

Zarmon DDB Advertising agency

2014 - 2016

Art Director

Creative and Design of advertising and marketing products in all fields- Digital (UX/UI), Television and Print, as well as English Copywriting. I had a variety of clients, from beauty and fashion through old folks homes to automobile.

Education

2018

Netcraft Academy | Usability and UX design course

2018

SheCodes | Web development course

2004 - 2008

HIT- Holon institute of technology | B.Des. Industrial Design

Graduated with honors, with outstanding graduation project of the year

2006 - 2007

Design academy Eindhoven | Exchange program

2002 - 2006

Tel Aviv University | BA in Business and Film and Television studies

Graduated with honors

Military Service

Full army service in the intelligence corps, **8200 unit**.
Collecting and analyzing data in English and Hebrew.

Languages

Hebrew | Native
English | Native
French | Mid level

Skills

Figma, Sketch, Adobe XD, Invision | Adobe suite, Premiere | Wordpress, basic HTML and CSS