

# Hi, I'm Tal Margalit

I'm an experienced, hands-on design leader, with a great passion for design and creative thinking. I have a vast skillset, spanning product, marketing, advertising and more. I am adept at multitasking and am always curious to learn more and grow. I am great at starting with the big picture strategy 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 :)



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## Experience

### Guesty

2019 - Present

#### Design Team Lead

Establishing and heading the design studio. Spearheading the rebrand of the company and the creative vision. Managing the design of all creative and marketing assets, as well as designing the UX/UI of the company website, help center and ticketing process, collaborating on various product features, refining product UX flows and taking part in the company's design and creative strategy. Leading graphic and motion designers, video editors and developers (both in house and freelance) in the development process from conception and design to development and launching.

### 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. I also contributed as the english speaking copywriter of the team.

### 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.

2010 - Present

#### Independant Designer and Art Director

Helping brands acheive their UX/UI, advertising, branding and marketing goals. Clients include: Matchly, Six Senses, Guesty, Camilyo, Yehoshua TBWA, H. Stern, InterContinental David, and more. I also designed my own homeware products.

## Education

2018

**Netcraft Academy | Usability and UX design course**

2018

**SheCodes | Web development course**

2004 - 2008

**HIT- Holon institue 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

## Computer Skills

Illustrator, Indesign, Photoshop, Procreate | Figma, XD, Invision | Wordpress, basic HTML and CSS

## Additional Skills

I am great at communicating design and creative with other departments and helping them understand, I adapt easily to new products and technology, I am a people person and know how to build a team based on respect and friendship.