



**Name: Shay Eliyahu Kirshenzvaig**

**Date: 12/11/2023**

The College of Management

## **CURRICULUM VITAE**

### **1. Personal Details**

Permanent Home Address: 14 Hadkalim st. Ramat Gan.

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As a Graphic design lecturer, I put an emphasis on conceptual and visual thinking, a combination of theoretical and practical research, developing a sense of criticism and encouraging curiosity, connecting two and three dimensions, paying attention to the period, historical and cultural context of designer's work in the world of design and between man and his environment.

### **2. Higher Education**

#### **A. Undergraduate and Graduate Studies**

M.DES Design, Shenkar College of Engineering, Design and Art - Ramat Gan, Israel  
(2014-2016)

B.DES Graphic Design, Shenkar College of Engineering, Design and Art - Ramat  
Gan, Israel (2004-2008)



### **3. Academic Ranks and Tenure in Institutes of Higher Education**

<b>Dates</b>	<b>Institution and Department</b>	<b>Rank/Position</b>
March 2018- Present	The College of Management School of Design & Innovation	Lecturer

### **4. Participation in Conferences**

#### **A. Active Participation**

<b>Date</b>	<b>Name of Conference</b>	<b>Scholarly/ Professional</b>	<b>Place</b>	<b>Subject of Lecture/Discuss ion</b>	<b>Role</b>
16/05 /2017	Cultural Visuality and Visual Culture	Scholar	The Hebrew University	The Evolution of Shell Casings in Zionist Visual Culture	Speaker

### **5. Invited Lectures\ Colloquium Talks**

<b>Date</b>	<b>Place of Lecture</b>	<b>Name of Forum</b>	<b>Presentation/Comments</b>
27/04/2 3	The College of Management  School of Design & Innovation	Department's Seminar	The Evolution of Shell in Zionist Visual Culture



## 6. Teaching

### A. Courses Taught in Recent Years

<b>Year</b>	<b>Course Name</b>	<b>Type</b>	<b>Degree</b>	<b>No. of Students</b>
2023	Image Making	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	14
2023	Image Making	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	14
2022	Advanced Typography	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	16
2021	Image Making	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	16
2021	Advanced Typography	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	22
2021	Advanced Typography	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	27
2021	Fondamentals of Graphic Design	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	21
2020	Advanced Typography	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	23
2020	Infographics	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	24
2019	Infographics	Seminar	B.Des Interior (Spatial <i>Visual Communication</i> )	29



## **7. Professional Experience**

### **Graphic design Lecturer – September 2018-Present**

**6b Studio** - Tel-Aviv, Israel

Responsibilities: Teaches as part of the visual communication staff in the Annual Professional Course and in a Preparatory for Academic Studies Course. Focuses on branding instruction and design fundamentals, emphasis on conceptual thinking and visual research. Accompanies students in class format and personal tutoring. Responsible for the development of content and lesson plans that deal with branding.

### **Professional Experience in Graphic Design**

Experienced in print design of all types: branding, space design, exhibitions, posters, design for movies, packaging, book and magazine design, advertising and more. Works with large clients in the economy such as Coca-Cola, Tnuva, Yes, Yotvata, the "Ankuri" education network, "Binyan ve'Diyur" magazine and the Tel Aviv Municipality, as well as with small customers in the fields of Culture and design. I have also participated in several competitions in the field of visual communication.

### **Graphic Designer – July 2018 – Present**

#### **Independent Freelance Designer**

Responsibilities: Specializes in conceptual and strategic thinking, visual language development, graphic, branding and packaging. Makes sure to incorporate my work as a design lecturer, and as an active graphic designer. I work with artists from the local movie industry and participate in poster and logo design competitions.

### **Graphic Designer – May 2016 – July 2018**

**Luckybox Studio** - Tel-Aviv, Israel

Responsibilities: In charge of designing a local monthly architecture and interior design magazine. Working closely with its editor and CEO. Rebranding and graphic designing for local independent creative businesses, such as interior and jewellery designers, a performance centre and art exhibitions.

### **Graphic Designer – January 2010 – April 2016**

**Promarket Design** - Tel-Aviv, Israel

Responsibilities: Vice head designer of Coca-Cola Israel, in charge of designing visitor centres, commercial exhibitions, packaging, events, ad campaigns and P.O.S elements, it required responsibility, creativity, adjusting an international brand design to a local audience, personal supervising overseas printing in Austria, The Netherlands and Greece.

### **Art Director – September 2008 – November 2009**

**Y&R Israel** - Tel-Aviv, Israel

Responsibilities: In charge of conceptualising and designing ad campaigns (press, TV and billboards) for international (Colgate-Palmolive) and local companies.



## **8. Publications**

### **1. Other Publications**

11/06/2017 – Design Museum Holon, web article in regard to 50 years for commemorating of "The 6 Days War: "The Evolution of Shell Casings in Zionist Visual Culture"