



TAL YEFFET | DESIGNER & ILLUSTRATOR

Marketing • Branding • Business Storytelling • Content & Creative • Events

054-689-8911 | yeffet.tal@gmail.com | therestwoofus.com

EDUCATION

2008-2012

HIT Holon Institute of Technology
B.Design in Visual Communications

2003

"Ginzbourg" High School
Graduated fully

SKILLS

Adobe Creative Suite
Google Ads | Figma | PPT
Native English & Hebrew Speaker
Photo Editing | Copywriting |
Translating
Print Productions | Presentations

ALSO ...

Currently living in Hod Ha-Sharon, some of my previous homes included Jaffa, Neve-Tzedek and Brooklyn. My oldest son is almost 6 and has the soul of 60 year old swinger. The little one is TBD for now! I'm really great at packing, I love cooking appliance stores, my super power is that I can pick the accurate size container for leftovers, and I love talking to people.

Looking for my new partners to keep growing and create awesome shit. So Let's Talk!

As a Graphic Designer initially schooled in Print and Branding, my experience is diverse and eclectic. I'm very passionate about storytelling and creating a vibe and tone, explaining boring information in cool infographics and a witty deck.

Most of all I love putting a little spark on anything worth learning or reading, getting others excited and being part of a team of creative thinkers (this is where YOU come in).

WORK EXPERIENCE

September 2017-Today

Tal Yeffet Brand & Business Storytelling: Self Employed

- Pitch Decks & Presentation Design
- Conventions & Conferences Design Packages
- Marketing & Branding for Small Businesses
- Social Media Campaigns
- Newsletters, Landing Pages, Websites

Since venturing out on my own I've had the pleasure of working with some wonderful clients, among them:

[Gorilla Productions](#) | [Tali Yaakobi Events](#) | [Leumit](#) | [XT Holdings](#) | [Slice](#) | [Voeple](#) | [Emergence Creative](#) | [Havana Central Restaurants](#) | [Augury](#)

March 2015-August 2017

Ben Horin Alexandrovich PR; Strategy: Senior Studio Designer

- Building the creative studio and the creative process
- Creative and design for all social media platforms
- Printed media assets
- Presentation design
- Election Campaign planning and execution

May 2013-February 2015

Target Market Promotions; Marketing; Digital Media: Studio Designer

- Design and Branding for Conventions & Conferences
- Business Events ; Booths & Showcases
- BTL Advertising & Promotional Materials
- Online Campaigns
- In-Store Advertising
- Packaging Design and Layouts

October 2012-April 2013

Total Print Print House: In House Designer Print Production