

Jasmine Nackash

Visual Data Storyteller

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I'm a creative passionate about data-driven stories: analyzing the data, finding the angle, writing about the insights, designing the information, and building it for public-facing experiences.

SELECTED EXPERIENCE

Visual Data Storyteller, The Pudding

Guest author
Publishing July 2026

- Sole author of “from Goat to Despite”, an interactive feature comparing two “essential English” vocabulary lists made 70 years apart, examining the differences between them to trace how everyday life and culture shifted over time.
- Conducted research & analysis in Python, writing, visual & interaction design, used D3.js and Svelte for web development.
- Worked with The Pudding’s editorial team on structure, clarity, and how the story reads on the page.

Resident Research Fellow, ITP/IMA, Tisch, New York University

2025–2026

- Managed the Design Lab and the Coding Lab; provided mentorship, conducted workshops and held office hours in design, creative coding, interaction, concept, and project development.
- Developed reference implementations and departmental resources for creative coding, physical computing, and robotics.
- Facilitated weekly critique sessions focused on the intersection of technical execution and narrative impact.

Senior Creative Designer & Web Developer, Deutsch & Co

2024–2026

- Led the visual identity and web design for high-growth technology clients, from concept through production with strategy and dev teams.
- Built and maintained scalable design systems that standardized visual language across multiple web platforms, as well as marketing and collateral.

Brand & Web Designer, Wiz

2022–2023

- Led the brand system and enterprise website redesign for Wiz, a cybersecurity company later acquired by Google.
- Defined the visual language, typography & layout, illustration direction, icon system, and interaction patterns.
- Designed the core page system, and created modular design components that allowed the team to ship high-impact pages rapidly.

Teaching Assistant, ITP/IMA NYU & Bezalel Academy of Art and Design

2021–2025

- Typographic web design & development (HTML/CSS, JS, Webflow).
- Indie games design & development (Unity).
- Electronics & physical computing.
- Held guest lectures and workshops, served as panel judge, and mentored students in design, web, gaming, and physical computing.

SELECTED EXPERIENCE (CONTINUED)

**Designer, UX/UI,
Web Developer,
Hebrew University**
2021–2023

- Designed and built the first digital platform for a long-established bilingual philosophy journal.
- Developed a multilingual CMS and information structure that allowed editors to manage variable editorial formats without developer intervention.

**Independent
Designer &
Developer**
2015–present

- Working with design studios and independently on web, brand, and interactive projects for technology companies, cultural institutions, and academic organizations.
- Clients include: Bizzabo, Taboola, The League Studio, Bloomfield Museum of Science, Tel Aviv Municipality, Jerusalem Jazz Festival, Bat-Sheva Dance Company, Bezalel Academy of Art and Design, and The Hebrew University.

**Visual Designer, IDF
Spokesperson Unit**
2012–2014

- Collaborated with a multidisciplinary team of writers and editors to produce high-stakes visual narratives across 6 audiences (in English, Hebrew, Arabic, French, Spanish, and Russian).
- Designed interactive storytelling experiences, infographics, and brand systems for high-visibility, public-facing digital platforms.
- Managed and oversaw the end-to-end design of news-driven visual assets in a fast-paced, high-pressure communications environment.

EDUCATION

**New York
University**

MPS, Interactive Telecommunications Program (ITP) · Receptient of multiple merit-based scholarships (TSOA, ITP, Red Burns, HFLS) · 2023–2025

**School of the Art
Institute of Chicago**

Art & Technology · exchange program · 2018

**Bezalel Academy
of Art and Design**

BDes, Visual Communication · Gaming major · Graduated with distinction · 2016–2020

SKILLS

Design

Branding, visual identity, editorial & information design, UI/UX, interaction design, typography & layout, rapid prototyping, iconography & illustration, image-making.

Design tools

Figma, Adobe Creative Suite, Webflow, Cinema4D, Fusion360.

Software

Data Analysis (Python, Excel, SQL), JavaScript (Svelte, D3.js, p5.js), HTML/CSS, Webflow, REST APIs, AI-workflows, Google Cloud, real-time data pipelines, Arduino (C++), Unity (C#).