



Shir Tommy Ben-Shlush

Brand & Visual Designer

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www.framez.co.il

EDUCATION

Digital Game Design & Development
2025–2026

Shenkar College

Communication & New Media
M.A. | 2018–2020
Reichman University

Spatial Visual Communications
B.Des. | 2013–2017
The College of Management
Academic Studies

TOOLS & SOFTWARE

Illustrator
Photoshop
InDesign
Figma
Canva
After Effects
WordPress
ChatGPT
Claude
Midjourney
Google Gemini

MILITARY SERVICE

Human Resources Coordinator,
Ground Forces Command
2010–2012

- Managed personnel operations, including onboarding, placement, system updates and organizational records.
- Coordinated with command and administrative teams to support ongoing HR processes.

*References available upon request.

EXPERIENCE

Owner & Lead Designer
Framez | Graphic Design Studio
2020–2026

- Led design and creative projects for leading international beauty and fashion brands, including MAC, Estée Lauder, Clinique, Jo Malone, UGG, ASICS, Birkenstock, Bobbi Brown and Origins and other brands.
- Implemented global brand guidelines and adapted creative assets to local audiences and market needs.
- Developed and produced digital and marketing assets across multiple platforms, including integrated social and OOH campaigns, banners, e-commerce assets and video content.
- Designed and built responsive websites, landing pages and e-commerce experiences, from UX planning and wireframing to UI design and final implementation, collaborating closely with developers throughout the process.
- Designed cohesive brand experiences across digital and physical touchpoints, including print materials, outdoor advertising, digital ads, invitations and visual merchandising.
- Built and managed a team of designers and developers while working directly with international clients to define needs, develop tailored creative solutions and ensure brand consistency.
- Managed complex end-to-end projects from strategy and concept development through execution and launch, including timelines, scope and budgets.

Founder, Brand & Product Designer
MOVEZ | Reformer Pilates Mat Brand
2020–2022

- Built MOVEZ from the ground up, defining the brand concept, strategy, target audience and positioning from initial idea through launch.
- Developed the complete visual identity and created a cohesive brand experience across all touchpoints, including product, packaging, print materials, website, social media and marketing assets.
- Designed and developed the product in collaboration with manufacturers in China, including material selection, sampling, product adjustments and feedback through final production approval.
- Led the brand from product development to market launch, including e-commerce website development, content creation, social media, production, import and sales operations.

Graphic & Product Designer
Product Development Department | Laline
2018–2020

- Led branding projects from concept development through launch, creating visual identities and brand assets across multiple touchpoints.
- Researched and forecasted future trends to guide the design and development of collections up to a year ahead of launch.
- Designed beauty, accessories and textile collections for local and international markets.
- Led product development processes from initial concept through production to final product.
- Collaborated with marketing and sales teams to align product development with brand and business objectives, presenting concepts and product proposals to senior management.
- Worked directly with suppliers and manufacturers in Israel and abroad, managing production, reviewing samples and providing feedback through final production.
- Trained and onboarded new designers, providing guidance on workflows, brand standards and design processes.