

Tzlil Yfrach Moyal

Design Strategy Director

tzlilyfrach-com
tzlil.yfrach@gmail.com
055-66-7-9535

Experience

OrCam Technologies | 2017-2024

- **Head of Design | Design Strategy Director**
2023-2024
 - Managed three teams (product design, marketing design, and video/content creation).
 - Communicated the company's creative vision to ensure effective collaboration.
 - Oversaw the entire design process, making critical technical decisions for project success.
 - Cultivated strong cross-departmental relationships within the organization.
- **Studio & Art Director**
2020-2023
 - Managed 12 designers and specialized design various vendors.
 - Orchestrated visual and creative direction for projects from concept to execution.
 - Tracked project timelines and managed budgets, optimized resources for cost-effectiveness.
 - Collaborated seamlessly with cross-organizational teams and external partners.
- **Products Designer & Content Lead**
2018-2020
 - Led end-to-end user experience, collaborating with cross-functional teams.
 - Designed all customer journey components: product, websites, advertising and support.
- **Brand, Marketing & UX UI Designer**
2017-2018
 - Managed visual elements defining brand identity, production of raw content materials.
 - Produced points of sale and international exhibitions (CES,Bett, Rehacare, Sight-City, Naidex etc.), designed social media content.

Lecturer and Practitioner | Shenkar College | 2017-2019

- Lectured in Graphic Design, Software Studies, and Creative Thinking.
- Practitioner in code development for designers (HTML, CSS & Javascript).

Branding & Design | Freelance | 2017-2019

Worked with esteemed clients including Bezeq, Reichman University, Intel, Tedx, Sonol, and others.

Head of Department | Studio Sharabani | 2013-2017

Led the design and branding department at Studio Sharabani.

Advertising Agency | Heidia Studio | 2012-2013

Produced marketing materials for brands such as Colgate, BMW, and Audi.

Education

- UX Design**
Interaction Design Foundation.
- Management Development**
Lotem.
2021-2022
- Interactive Design (UX, UI, and Code)**
Shenkar College.
2015 - 2016
- BA in Visual Communications**
Beer Sheva College.
2010 - 2014

Tools & Languages

- Tools**
Figma, Fig-Jam, Keyshot, Photoshop, Illustrator, InDesign, Premier, Acrobat, MS Office
- Languages**
Hebrew, English

Community Work

- Angle - Israel Advocacy**
Lead Designer,
#MeToo_UNless_UR_a_Jew Campaign
2024