

EDUCATION

- 1996-1998 **Pratt Institute New-York, School of Art and Design**
MS in Communications Design
- 1990-1993 **Vital – The Tel Aviv Center for Design Studies**
Diploma in Graphic Design

WORK EXPERIENCE

- 2007 – Present **Talia Communications Design, Israel**
Design and branding, image developing, catalog design, brochures, printed matter, logos, posters, ads, signs, packaging, advertising, POP, Web design etc.
From concept to execution.
- 2010 **Shenkar College of Engineering and Design, Israel**
Lecturer in Visual Communications Design
Design and Image Handling
- 2005-2007 **PELLED advertising agency, Tel Aviv**
Art Director and Senior Designer
ATL and BTL Design of the agency's entire budgets, including project support, from concept to execution
- 2004-2005 **REUVENI PRIDAN advertising agency, Tel Aviv**
Founder, director and senior designer of BTL Department
- 2000-2004 **Communications Design freelance services**
Image design and development, consumer advertising and sales promotion
- Camera Obscura School of Art, Israel**
Digital Media Design Department – Lecturer
Basic Concepts in Design, Design Across Media, advanced design workshops, student mentoring in special projects and design competitions
- 2002-2003 **Reisinger Studio, Israel**
Collaboration with designer and artist Dan Reisinger, winner of The Israel Prize for Design Project design, customer liason in Israel and abroad, presentations and lectures on design
- 2000-2002 **Vital – The Tel Aviv Center for Design Studies**
Lecturer in Graphic Design: Complex Series Design, Media Design, Image Design, student mentoring in final projects.
- 1999-2000 **Pratt Institute New-York, School of Art and Design**
Visiting Instructor - Visual Communication Lecturer in the Graduate Communications Design Department
- 1996-2000 **Communications Design freelance services, New York**
Image design and development, consumer advertising and sales promotion, packaging, catalogues
- 1993-1996 **Adan Gilad Studio, Tel Aviv**
Consumer product packaging design, including food, fashion and cosmetics, image and advertising products design and development

EXHIBITIONS

Dutchess Community College, New York
Students Group Exhibition, Poughkeepsie, New York

AWARDS

Pratt Institute New-York, School of Art and Design
The William Longyear Scholarship
Distinction scholarship for the 1997-1998 academic year

ADDITIONAL INFORMATION

Status	Married, two children
DOB	12/10/1969
Languages	Hebrew – mother tongue English – fluent Spanish – conversational
Software	Photoshop, Illustrator, InDesign

TALIA BERGER-SPIVAK
Communications Design

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