

Hi, I'm Tal Margalit

I'm an experienced, hands-on design leader, with a great passion for design and creative thinking. I have a vast skillset, am adept at multitasking and am always curious to learn more and grow. I am great at starting with the big picture decisions and then drilling down to every element and detail. I am known for coming up with creative solutions and have a knack for storytelling. In my free time I enjoy chocolate making, Rupaul's drag race and collecting vintage homeware :)



Tel Aviv, Israel



+972-54-4764960



talmargalit1611@gmail.com



talmargalit.com



/tal-margalit1/

Experience

Kaltura

2023 - Present Design Team Lead

Leading all marketing and brand design tasks and initiatives. Putting creative thinking in the forefront of everything we do and elevating the brand language of the company. Since joining the company I have implemented many changes in the brand in an attempt to consolidate the many directions that were taken in the past. I manage a team of graphic designers, motion designers and video editors on tasks that range from brand identity through campaigns, events and more.

Guesty

2019 - 2022 Creative Design Lead

Spearheading the rebrand of the company across all company marketing materials, including the UX/UI of the company website and help center, all sales material and collateral and parts of the UI of the platform. Leading an in house design team of 3, as well as additional freelance Illustrators, motion designers, developers and editors, in the creation of all Lps and Web pages, marketing materials and campaigns, in all mediums- digital, video, social, print and exhibition. Collaborating with Product on various features.

LEAD Ogilvy Advertising agency

2016 - 2019 Art Director

Creative concept development, brand building and creating visual languages, campaigns and experiences that promote, market and advertise a wide variety of clients and their products. My clients came from various industries, from tech companies through fashion and real estate. My campaigns were holistic- including commercials, digital assets, signage and more. I also contributed as the english speaking copywriter of the team.

Zarmon DDB Advertising agency

2014 - 2016 Art Director

Creative and Design of advertising and marketing products in all fields- Digital (UX/UI), Television and Print, as well as English Copywriting. I had a variety of clients, from beauty and fashion through old folks homes to automobile.

2013 - Present Independant Designer and Art Director

Helping brands acheive their UX/UI, advertising, branding and marketing goals. Clients include: Purple, Matchly, Six Senses, Guesty, Camilyo, Yehoshua TBWA, H. Stern, InterContinental David, and more.

Education

2018 **Netcraft Academy | Usability and UX design course**

2018 **SheCodes | Web development course**

2004 - 2008 **HIT- Holon institue of technology | B.Des. Industrial Design**
Graduated with honors, with outstanding graduation project of the year

2006 - 2007 **Design academy Eindhoven | Exchange program**

2002 - 2006 **Tel Aviv University | BA in Business and Film and Television studies**
Graduated with honors

Military Service

Full army service in the intelligence corps, **8200 unit**.
Collecting and analyzing data in English and Hebrew.

Languages

Hebrew | Native **English** | Native **French** | Mid level

Computer Skills

Illustrator, Indesign, Photoshop, Procreate | Figma, XD, Invision | basic Wordpress, basic HTML and CSS

Additional Skills

I am great at communicating design and creative with other departments and helping them understand, I adapt easily to new products and technology, I am a people person and know how to build a team based on respect and friendship.