



PEAT HASHULCHAN. TEL AVIV-YAFO



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## EDUCATION

### STUDIO 6B

Advance UX/UI Course -Product Design  
2021

### HOLON INSTITUTE OF TECHNOLOGY

First degree in Interior Design B.D.  
2014 -2018

### IDF -ARMORED CORPS UNIT

Training Development Team Instructor  
2011 -2013

### AMERICAN OVERSEAS SCHOOL OF ROME

High school diploma major in  
art, design, photography

### CENTRAL SAINT MARTINS, LONDON

Summer course in Fashion Design  
2010

## SKILLS

Converting vision/message to execution.

Team player and highly motivated.

Expertise in project presentations.

Fast learner.

## LANGUAGES

Hebrew -Mother tongue

English -Mother tongue

Italian-High Level

## PROGRAMS

Photoshop Illustrator InDesign XD Figma Canva ChatGPT Ideogram Autocad Revit Sketchup V-Ray Enscape Office

## WORK EXPERIENCE

### MARKETING AND UX/UI DESIGNER "AIR-QUALITEE" | 2023-

The company specializes in healthy air products in Europe with made in Israel products. The job was to build a narrative for the company and build a graphic language web design, landing pages, managing the website, provide the graphic content for

The job consisted:

- Logo design, color template, graphic templates, building design language
- Design catalogs, brochures, expos, business cards, presentations

- Design a whole new website

- 3D rendering of the gadgets and video editing

- Content writing using AI and creating prompts, chatbots, and AI rendering

- Working closely with global managers across Europe and provide necessary products to work with for specific country

### INTERIOR DESIGNER "SHANI HAY DESIGN STUDIO" | 2022-2023

Interior design studio with expertise on child-centric design who works closely with well known architects/designers and has designed impressive projects in educational spaces, healthcare, hotels and offices as well as private homes.

The job consisted:

- Planning spaces for children with full custom-made carpentry.

- Visual detailed presentation of the spaces and/or products in 2D and 3D.

- Social media posts and reels, website maintaining and newsletter.

### BRANDING DESIGNER "SENSI.AI" | 2021-2022

A home virtual care AI agency who provides help for seniors and care providers. The job was to work closely with the marketing team, helping them build a strong platform for a new design language by forming a strong template, and provide a strong message.

The job consisted:

- Rebranding the logos and concept.

- Fine tuning presentations.

- Office supplies -notebooks, bumper stickers, etc

- Design social media pages, grids and posts

- Design catalogs, brochures, expos, business cards, etc.

### INTERIOR ARCHITECT "GINDI STUDIO" | 2019-2020

The office is engaged in high profile projects of commercial, public and office spaces of leading companies in Israel. The job consisted of full project management including, cooperating with project managers and constructors on site, optimize the efficiency of the project with consultants and communicating with suppliers, while having full contact with the clients and meeting on a weekly basis.

The process of the project consisted:

- Presentation of the Look&Feel with 30 rendered images.

- Graphical and efficient architectural plans such as: furniture, floor finishes, reflected ceiling, wall finishes, etc.

- Planning books of carpentry, elevations, doors and details.

- Choosing appliances, accessories, furniture and finishes.

### INTERIOR DESIGNER "ADB STUDIO" | 2018-2019

Small design office in the field of commercial, public and office spaces. As a first job out of university in the field, I was part of designing and execution of several projects.

The process of the project consisted:

- Presentation of the Look&Feel.

- Graphical and efficient architectural plans such as: furniture, floor finishes, reflected ceiling, wall finishes, etc.

- Choosing appliances, accessories, furniture and finishes.