



Portfolio:
shanygdesign.com

0542195330
Shanygreen91@gmail.com

Shany Greenberg – Lutzky

Senior Brand & Marketing Designer

Creative designer and brand strategist with more than 6 years of Experience in multi-disciplinary fields: Digital & print design, UX/UI, corporate and employer branding, events design, project management, guiding teams, prioritizing and delegating responsibilities. Always with attention to the smallest details, focusing on the target audience with innovative thinking and agile approach in every brief.

Experience

- 2021 – Present **Senior Brand Designer & Creative Lead**
SAPIENS – Insurance Software Solutions
- 2020 – 2021 **Creative & Marketing Designer**
ZAITZ – BTL Studio, digital & advertising
- 2019 – 2020 **Designer & Creative Specialist**
Kenes Israel Productions
- 2018 – 2021 **Design Teaching Assistant**
Design & Innovation school – The college of management and academic studies
- 2018 – 2019 **Graphic & 3D Designer**
"Archigraphia" Studio
- Graphic Designer**
"Giraff" Studio
- 2012 – 2018 **Sales & Operations Rep.**
EL-AL Israel airlines

Education

- 2019 **UX/UI**
Mentor college
- 2013 – 2017 **B.Design Int. Cum-Laude**
The college of management and academic studies
- 2012 – 2013 **6B Design School**
- 2006 – 2009 **Graphic Design & Arts**
Gan-Nahum High school

Military Service

- 2009 – 2011 **Marom – Special trainings**
Personnel Coordinator
*Independence day Excellence award

Sapiens Rebranding Project Lead
Planning, creating and executing updated Sapiens' visual language across all media channels, internally and externally, including trainings and official launch.

Key-Note Speaker
Israeli Insuretech Accelerator,
Hosted by Sapiens.

Sapiens 40 Years Campaign Lead
Planning, creating and executing
Global assets, Online and Offline.

**EMEA Client Conference 2023
Lead Designer**
Concept Development & Design
for production.

Israeli Girl's Week 2024 – Speaker

Student Projects:
B.Design Int Outstanding Final project –
Green Design of Adjustable Office Spaces

Solar Decathlon – China – Head of
Visual Communications, Israel team

Design award 2016 Finalist

1st Place Winner "Riviera" Store Concept
BA + MA Rotterdam Design workshop

Skills

- Photoshop
- Illustrator
- Indesign
- Xd
- Powerpoint
- Office
- ACTIVE TRAIL
- Unbounce
- Html + Css
- Rhino 3D
- Autocad
- Wix

+Copywriting, Illustration, Photography

Languages: Hebrew + English (Native), Russian