

# Shlomit Moria

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DOB: 5.3.73

On Line Portfolio: <http://www.more-designs.com/portfolio>

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## Overview

**BA qualified, highly accomplished designer on Mac and Pc platforms.**

Arrived from Israel to Australia as a permanent resident in September 2003.

Worked as a magazine and newspaper designer for four years and as a web designer for three years. High skilled in Photoshop, Illustrator, Quark exp, Flash, freehand and Dreamweaver.

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## Education

**Bachelor of Design** (Computer Illustration/ Animation)

First Class Honours, completed in 2001

Vital - Shenkar School of Design, Tel Aviv Israel, four - year program run in conjunction with **Middlesex University**, London England

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## Work Experience

### 2004 Freelance Designer

- **Scribalart, st. Kilda.**  
Colour correction, E-invitation and internet adjustments on art works
  - **Chinese Medical centre, Balaclava.**  
Produced brochure, 2 newspaper ads and a flier.
  - **PlayBall co, Benteleigh.**  
Design kids wear for a Textile company.
  - **RELATE – counselling program, Elwood.**  
Produced logo, brochure and stationary
  - **BobbleArt – The accessory specialists, East Hawthorn.**  
Produced full colour, 15 page catalogue.
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### 2000-2003 Senior Graphic Designer for MAARIV (Israel's largest daily newspaper)

#### Job Description:

- Senior graphic designer of the Cultural Section.
  - Graphic Designer in the News, Cultural and Business Sections.
  - Used Quark and Photoshop to produce the lay-out for a whole weekly issue from start to finish.
  - Maintained calm, approachable, fast, efficient demeanour under intense deadline pressure.
  - Liaised with other departments to ensure information coordination.
  - Proofed all material to check for accuracy.
  - Coached other staff members with programs.
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- Updated the layout of the cultural section to more modern and fetching design.
- Self motivated person, responsible, likes to be challenged have strong commitment and loyalty values.

### **2000-2003, Principal Web Designer**

More-Designs (Internet Company), Tel Aviv Israel

#### **Job tasks covered:**

- Concept and Design for commercial, music and private sites.
- Worked with Photoshop, Dreamweaver, Flash and Illustrator to create: Html, Multi layers, E-Commerce, Animated and Hybrid sites and Forms.
- Created flash animations and banners.
- Worked as a team leader with two contracted freelance programmers and two other designers.
- Produced prints of logos, business cards, stationery and brochures for our clients.
- Create a comfortable environment when working with a team.

#### **Clients include:**

- **OLIVELAND.** E-Commerce site for Export and Distribution Company for ethnic Arabic foods like olive oil and tahina. Concept and design in Photoshop, banner in flash url: <http://www.olive.co.il>
- **4CONSICE.** Translating company, Hybrid site: flash and html. url: <http://www.4consice.com>
- **KESHEV.** poetry book publishing. E-commerce site, concept and design in adobe suit. url: <http://www.poetry.co.il>
- **TEL-AVIV FIRST.** Internet magazine for the opposition party in Tel aviv, updated weekly with content and special features like poles and quizzes. Was in charge of concept, design and weekly contact with the client. url: <http://www.telaviv.org.il>
- **Healing and Shiatsu.** HTML Site for a Chinese practitioner url: <http://www.more-designs.com/healing>
- **The Flock.** Animated Flash Site – all about the flock syndrome and alot of fun! url: <http://www.telaviv.org.il/theflock/fairto.html>

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#### **Advanced IT Skills in:**

- Quark Express
  - Photoshop
  - Illustrator
  - Flash
  - Dreamweaver
  - Director
  - HTML
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**Awards**

**Israeli Opera House, '01 – First prize**, won ticket to the USA and Canada in a Design competition for a poster promoting the opera KATYA KABANOVA

**Captain Internet (Internet magazine), '02, Animation Site of the Year**,  
<http://www.more-designs.com/theflock> (The short movies are still shown on TV.)

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**Languages**

- English - Fluent
  - Hebrew - Fluent
  - French - Basic
  - Russian - Basic
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**References:**

**Scribalart** – Head director **Nikki Green** :03-95303315 or 0421958063

**Hagai Avisar**, Psychologist: 0403-352056.

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