Tamar Roth

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+972.54.4945.273

Linkedin (link)

Instagram (link)

ABOUT ME

I'm a brand designer with 10+ years of experience creating visual identities and marketing materials across digital and print. Specialized in developing flexible brand systems from packaging and campaigns to digital platforms that balance strategic thinking with strong craft. My background in UX/UI brings a user-centered perspective to brand work.

EXPERIENCE

Freelance Brand Designer *December 2017 - Present*

- Brand design and ongoing marketing materials for select clients including New Logic, a digital marketing consultancy (2023-present)
- Developed branding and presentation materials for food & beverage clients in the UK, working both independently and in collaboration with a UK-based designer

Junior Product and Brand Designer at Create Studio Tel Aviv
April 2019 - September 2020

- Led branding and web design for Webia, a web development company, managing client meetings, concept presentations, and design delivery
- Designed brand identity proposals for commercial clients such as office space chains, presenting concepts directly to clients
- Collaborated with UX designers and developers to implement design systems across digital products including e-commerce sites, booking platforms, and banking interfaces
- Worked on projects for diverse clients ranging from startups to major financial institutions, gaining experience translating brand guidelines into digital experiences

Designer at Anzelevich Studio Tel Aviv *July 2014 - November 2017*

- Developed complete brand identities for diverse clients including Kofinas restaurant and Quattrocento eyewear, from logos and packaging to marketing materials
- Created corporate materials for TEVA Pharmaceuticals including convention graphics, presentations, and interior design within global brand guidelines
- Designed catalogs, websites, and collateral across dental, technology, and financial services sectors

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SKILLS

Design Tools
Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Zeplin, After Effects (basic), Figma (basic)

Specializations
Brand identity development, illustration, packaging design, print production, typography

Technical
HTML/CSS (basic)

Languages
Hebrew (native), English (professional proficiency)

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EXPERIENCE

Designer at Curly Black Studio K'far-Saba *December 2012 - May 2014*

- Specialized in branding and packaging design across food, beauty, and consumer goods, including work for established Israeli brands such as Baladi
- Developed complete brand identities and packaging systems from concept through production, with designs launched in retail stores nationwide

Junior Designer at Become Studio Tel Aviv *December 2011 - May 2012*

EDUCATION

B.Des in Visual Communication The Holon Institute of Technology (HIT), 2008-2011

UX and Product Design Certificate Create School, Tel Aviv, 2017