

SHIRA SPEISER

Visual Designer

Jerusalem, Israel

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shiraspeiser.com

PROFESSIONAL EXPERIENCE

Graphic Designer → Studio Idan Vaaknin

2026—Present

Working across a diverse range of print and digital projects, including advertising campaigns, social media, editorial materials, and interactive experiences. Managing the design process from brief to execution, collaborating with the studio's creative director and working directly with clients.

Freelance Graphic Designer

2026—Present

Independent design projects for a range of clients, from initial briefs and concept development to final execution including various print and digital formats.

City of David → Various Roles

2019—Present

Merchandise Design & Development Consultant

Developing merchandise concepts based on sales insights and international design trends. Member of the committee overseeing product, packaging, and retail design decisions.

VIP Hospitality & Events Manager

Managed a team and coordinated complex VIP visits and private events, working with senior officials, donors, and multiple stakeholders under demanding timelines.

Office Manager

Oversaw daily operations, administration, and internal communications, with a focus on workplace culture, employee experience, and connections between teams.

Visitor Services & Sales Representative

Provided customer service and sales support to local and international visitors in a high-pressure environment.

+++ Received an Outstanding Employee Award in recognition of professional performance.

EDUCATION

Bezalel Academy

2026

B.Des. in Visual Communication

+++ Meisler Award for Outstanding Design (Graduation Project); Academic Excellence Award (Third Year).

Exhibition Design Internship

One-year internship involving the initiation, curation, design, and production of exhibitions, from concept to installation.

SKILLS

Design: Visual Identity, Branding, Typography, Editorial Design, Exhibition Design, Web Design, Illustration, Motion Design

Tools: Adobe Illustrator, Photoshop, InDesign, After Effects, Figma, Procreate, AI Tools

Languages: Hebrew, English — Native