

PROFESSIONAL SUMMARY

Creative designer with 20 years of experience developing brand identities, digital & print campaigns, and visual strategies that increase engagement and drive growth. Skilled at combining storytelling and typography with business strategy to deliver measurable results for nonprofits, startups, and global brands.

WORK HISTORY

2010–present

Desinessa Freelance Graphic Designer / Red Bus Creative LLC

/ Lead strategic branding projects, provided ongoing visual support for small businesses, coordinated time tables for socials and production.

/ Developed visual presence for a local branch of National non-profit organization with theme templates for events and increasing community commitment while coordinating with the marketing team.

/ Volunteering: Refreshed a youth organization's identity and communications, resulting in 30% growth in parent involvement.

2007–2009

Graphic Designer

Rumble Design, Inc. / Van Nuys, CA

Designed collateral and visuals for product launches and trade expos, helping grow a brand into a nationwide presence Supported small business branding initiatives for serial entrepreneurs.

2005–2006

Senior Graphic Designer

FIRMA. the brandhouse. / Tel Aviv

A senior designer at a young fast growing full service design studio with tight time-frames. Lead branding projects, coordinated the work with clients and studio professionals.

2004–2005

Graphic Designer

Baruch Naeh Creative Branding / Tel Aviv

Developed packaging, campaigns, and event identities for clients in finance, healthcare, food, and technology.

2002–2004

In-house Designer

Innovative Compliance / Jerusalem

Originated web applications look&feel and created presentation designs that secured high-profile government and EU project bids

CONTACT

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EXPERIENCE

Identity conceptualization within the team of strategy professionals /

Fashioning effective and aesthetic, digital and print presentations /

Leading a line of design: collateral, packaging, event identity /

Setting layout and visual language for brochures, newsletters, socials /

Print production, press check, approving print runs /

Writing, designing, implementing brand guide style specifications /

Software Expertise

Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat;

HTML, CSS / basic;

MS Office (Word, Excel, Power Point)

Apple Pages & Keynote

Skills

Research, Moodboard, Wireframes, Brand Identity & Guidebooks, Typography & Layout, Packaging, Print & Digital Presentations, Visual Storytelling, Creative Strategy, Cross-platform Design

Languages

English, Russian, Hebrew

EDUCATION

1999–2004

B.Des in Graphic/Typographic Design
Visual Communication Department
Bezalel Academy of Art and Design
Jerusalem, Israel