

Design Lead

My name is **Tami Melamed**

And this is how I became one

KNOW THE BASICS

BECOMING A DESIGNER

Following a fascination with art and design, I studied for 7 years **Graphic & communication design**, followed by Interior design, and graduated with honours a Bachelor's degree in **Arts**.

This was an exceptional base for my future career, making me a natural master as a **Full Stack Visual Designer**.



START GROWING

GROW INTO AN ENTREPRENEUR

Owning a business can offer extensive hands-on experience in **financial & project management, marketing, sales, problem solving and so much more**.

After 3 years of working in design studios & freelancing as a graphic designer during my studies, I opened & owned a **Boutique Design Agency**. This happened at 2003, and I grew my client list from start-ups, through corporates, mostly in High-tech and Biotech.



FUSION OF SKILLS

END-TO-END DESIGN

Thanks to happy customers asking for End-to-End design solutions, I became a "hub" with complete ownership of the entire marketing and design process, and I was able to find my deep passion & talent for **Visual Storytelling**.

Working independently, based on guidelines, helped me deliver high-quality outputs for the product, marketing, and development teams, brainstorm and design new features and take concepts through their full life-cycle.

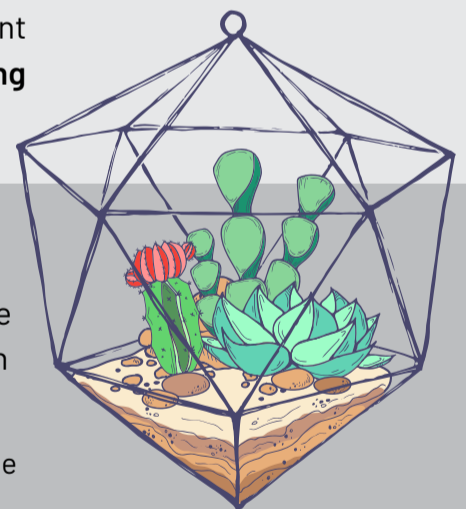
I Enjoy collaborating with cross-functional stakeholders and work transparently to create designs based on findings from research, experiment results, use both inbound and outbound requirements to define project roadmap and functionality.

It all gave me a **learn-through-experimentation mindset** to solving both customer problems and **business** needs.

DIRECTIONS & GROWTH

TURN TALENT INTO EXPERTISE

Years of hands-on experience in **Visual Design** can turn talent into expertise in **brand strategy & roadmap, user experience, marketing content**, and more. Define work methodologies, work processes, and design standards, and work on constant improvements of tools and guides. Adding to the mix years of experience **directing projects** alike can qualify one as a great **product manager**.



VISION & STRATEGY

MAKE IT COUNT

Being a great **Visual Designer** means being invested in every step. To discover the best professional self, explore where I can grow, and learn from and together with smart and talented people.

Demonstrable UI design skills with a strong portfolio which includes complex and variable projects. From print to digital. It gave me the ability to be **creative** and an **outside-of-the-box thinker**, as long as having Passion for being part of a team dedicated to changing the world.

NOW LOOKING FOR MY NEXT DREAM JOB:

Fluent: English & Hebrew

Full / Part Time

Remote / Office Anywhere

Freelance / Payroll

Happy to relocate

KEY WORK EXPERIENCE:

or >

[Linkedin.com/in/tamarindi](https://www.linkedin.com/in/tamarindi)

2021

Design Associate

Techstars

2020-2021

Product & Marketing Designer

Israel365 Media

2011

Project Manager & Design lead

ArtDesign

2003-2021

Founder & Creative director

Tamarindi Design Studio



A few more things about me: Teaching graphic softwares, playing Brazilian Guitar. I had a solo art exhibition. Professional counsellor and judge at the Junior Achievement youth organization. I love museums and Art events. Always learning, expanding my knowledge and traveling as much as I can.

Since 2018 I'm also a member of the Tel Aviv production team of CreativeMornings organization. Active as a Social Media coordinator and community relations.