

**YOTAM HADAR  
GRAPHIC DESIGNER**

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Portfolio: [bit.ly/yhfolio15](http://bit.ly/yhfolio15)  
Visa status: O-1

A graphic designer with a decade of professional experience in collaborating with studios, agencies and clients in the execution of design projects that are concept-driven, research-based, and type-led. In addition – a design educator since 2010, focusing on undergraduate graphic design & typography.

Well versed in all aspects and processes of designing: books and other printed matter; branding and identity programs for clients in various industries; websites and mobile apps; wayfinding systems, packaging, illustration etc., for diverse media and scale, from idea to production.

Enjoys sharing knowledge and opinions, and working and collaborating in unfamiliar media and disciplines, while having the same motivation both when dealing with the big idea and when scrutinizing small details.

Aiming to practice a dexterous design process that interweaves two working methods: one is a free, playful and intuitive approach, while the other is research-driven path; believes a solution may be found by either method, but it is refined by the combination.

Passionate about graphic design and typography, and interested in their practice, theory, history, craft, education and technology.

Drawn to design that employs one or more of the following traits: Humor; unique use of language; interplay of different media; the use of subtle gestures to create meaning and impact; broad systems and structures; self-referentiality, reflexivity and criticality.

Contributor to several online outlets, among them is founding ReadingForms.com – the first blog dedicated to showcasing graphic design exhibitions.

Looking for senior and critical-role full-time, part-time or freelance opportunities in studios, agencies or in-house departments that are thoughtful about their clients just as they are about the public and the profession.

**EDUCATION**

**2013–2015**

MFA, Graphic Design  
Yale University School of Art  
New Haven, CT

**2002–2006**

B.Des, Visual Communication  
Major in Graphic Design and Typography  
Bezalel Academy of Arts and Design  
Jerusalem, Israel

**TEACHING**

**2015–2016**

Part-time lecturer at Parsons School for Design, teaching Core Typography and Advanced Typography (sophomore Communication Design BFA)

**2014**

Teaching Assistant for Julian Bittiner, graduate level typography, Yale University School of Art.

**2010–2013**

Undergraduate adjunct lecturer in leading design academies in Israel (Shenkar and HIT). Classes taught include Visual Identity for Cultural Events, Complex Typography, Type as Image and Sophomore Typography and Design. In addition – guest critic in all major design academies in Israel.

**SKILLS**

Possessing a thorough understanding of relevant Adobe software (ID/PS/AI) and familiarity with motion graphics, video editing, type design, html/css, image retouching, process automation, and print production for offset, silkscreen, letterpress, riso and digital printing.

Experienced in managing small teams, mentoring junior members and leading meetings and presentations to clients and stakeholders, as in outsourcing and directing creative and production efforts with vendors and freelancers.

**WORK EXPERIENCE**

**2009–Present**

Freelance Designer — studios and agencies include Project Projects, 2×4, Sagmeister & Walsh, Hugo & Marie, Mother Design, Dress Code and leading Tel-Aviv studios.

Notable projects include Retrospecta 37 annual for the Yale School of Architecture; the Dead Sea Scrolls Digital Library website for the Israel Antiquities Authority in collaboration with Google; official trilingual pedestrian wayfinding for Tel Aviv; identity and product design for face.com (later acquired by Facebook for \$60M) and catalogue for the inaugural exhibition of Design Museum Holon.

Additional clients include Google, MoMA, Yale University Art Gallery, Tel Aviv Museum of Art, Tel Aviv University, RC Cola, Israel Postal Co., Goethe-Institut, Israel Philharmonic Orchestra among others.

**2008–2009**

Maariv/nrg — Lead designer in the in-house studio of Israel's second largest newspaper, working directly under its chief designer. Projects include an overhaul of its popular news site nrg.co.il and the redesign of several printed sections.

**2007–2008**

Open TBE — Senior designer at a young, medium-sized, design-led branding agency. Participating in daily team work with the creative director, junior designers, marketing and strategy personnel, colleagues and clients in branding and identity projects. Major Israeli clients include an insurance company, electronic manufacturer, startups and large coffee shop chains

**2006–2007**

Dan Alexander & Co. — Part of the small team working under the founder of a boutique studio specializing in corporate identity and book design. Independently managing several projects simultaneously, from concept to production, for clients in fashion, retail and culture.

**RECOGNITION**

**Selected Merits:**

- 3 TDC Certif. of Typographic Excellence
- 2 TDC Tokyo Excellent Work
- ADC Bronze Cube
- Silver, Graphis Poster Annual
- Brand New Awards Judges' Pick
- Zgraf (Croatia) Honorable Mention
- Israel Designers Community Golden Star
- Wolda (Italy) Best of Nation award
- America-Israel Cultural Foundation awards

**Selected Exhibitions:**

- 2015 Chaumont Intl. Poster Competition
- TDC 61+62 Awards Exhibitions
- ZGRAF 11 main exhibition, Zagreb, Croatia
- Golden Bee 12 Design Biennale, Moscow
- Mall no. 2, Utah Museum of Contemp. Art
- Art of Public Health at Yale
- Designed In Israel, Design Museum Holon
- Oops, Hansen House Jerusalem
- Bad Design, Jerusalem Design Week
- Positive Posters, Melbourne, Australia
- Artic 08 & 09, Tel Aviv University
- Interplay, Design Space Tel Aviv

**Selected Publications:**

- Logotype by Michael Evamy, Laurence King (“... a rising star of Hebrew typography”)
- Graphis 2017 Poster Annual (USA)
- Graphis 2017 Design Annual (USA)
- Poster Tribune #6 (Switzerland)
- Étapes #229 (France)
- The Book of Layouts, HarperCollins (USA)
- Typodarium, Hermann Schmidt (Germany)
- Signs Symbols Pictog., Zeixs (Germany)
- Signs in Visual Comm., Bezalel (Israel)
- LogoLounge Master Lib., Rockport (USA)
- Creative Review Illustration Annual (UK)
- Field Trip Magazine, Café Royal (UK)
- Basic Pack, Index Book (Spain)
- TypoShirt One, Index Book (Spain)
- The Allure of Color, Sandu (China)
- A5 Magazine #1, #3, #4, #10 (Israel)
- Bezalel Centennial Magazine (Israel)