

•• YOTAM HADAR
GRAPHIC DESIGNER

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Portfolio: bit.ly/yhfolio16
Visa status: O-1

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

Well versed in many facets of the profession; books and other printed matter; branding and identity programs for clients in various industries; web, mobile and other interactive experiences; wayfinding systems, environmental graphics, campaigns etc., for any media and scale, from idea to production.

Enjoys sharing knowledge and opinions, and experienced in taking projects independently or collaboratively. Curious when working in new and unfamiliar media or disciplines, and having equal motivation when dealing with big ideas or scrutinizing minor details. Aiming to practice a dexterous design process that interweaves two working methods: a free, playful and intuitive approach, with a research-driven path; believes solutions may be found by either method, but are 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, structures and seriality; self-referentiality, reflexivity and criticality.

Looking for relevant opportunities as full-time, part-time or freelance 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 design & 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, 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, 2x4, Pentagram, Nike, Hugo & Marie, Sagmeister & Walsh, Mother Design and Dress Code, in addition to leading Tel-Aviv studios.

Notable projects include the Dead Sea Scrolls Digital Library for the Israel Antiquities Authority; official trilingual pedestrian wayfinding for Tel Aviv city; exhibition catalogues for Fondazione Prada; annual book for the Yale School of Architecture; identity and product design for Face Com (acquired by Facebook for \$60M) and catalogue for the inaugural exhibition of Design Museum Holon.

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

2008
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 redesigning major parts of the newspaper.

2007
Open TBE — Senior designer at a design-led branding agency. Participating in daily team work with the founding creative director, junior designers, marketing and strategy personnel, colleagues and clients, in branding projects for major local clients in retail, tech, culture, government and f&b.

2006
Dan Alexander & Co. — One of 3 people working directly 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
• 2 Israel Designers Comm. Golden Stars
• Wolda (Italy) Best of Nation award
• America-Israel Cultural Fndn. awards

Selected Exhibitions:
• 2015 Chaumont Intl. Poster Competition
• TDC 61+62 Awards Exhibitions
• Golden Bee 12 Design Biennale, Moscow
• Mall no. 2, Utah Museum of Cont. Art
• ZGRAF 11 main exhibition, Croatia
• Art of Public Health at Yale
• Designed In IL, 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 M. 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)
• Come Together (Princeton Arch. Press)
• Book of Layouts, HarperCollins (USA)
• Typodarium 2011 (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)