

## YOTAM HADAR

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Portfolio: [bit.ly/yhfolio16](http://bit.ly/yhfolio16)  
Visa status: O-1

Graphic designer with over 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, teaching university-level graphic design & typography since 2009.

Highly experienced in a wide range of design surfaces, for any media and scale, from idea to production: books and other complex printed matter; strategic branding and identity programs for clients in various industries; web, mobile and other interactive experiences; wayfinding systems, environmental graphics, cross-platform campaigns, etc.

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, and 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 theory, history, practice, 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; and broad systems, structures and seriality.

Looking for relevant design leadership 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  
Graphic Design and Typography  
Bezalel Academy of Arts and Design  
Jerusalem, Israel

## TEACHING

2018  
Part-time lecturer at Mason Gross School of the Arts, Rutgers University, New Jersey; Teaching Design 3B – a required portfolio development class (junior and senior Visual Arts BFA).

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, New Haven, CT.

2010–2013  
Adjunct lecturer or guest critic in all major design academies in Israel. Classes developed and taught include Visual Identity for Cultural Events, Complex Typography, Type as Image and required sophomore Typography and Design.

## SKILLS

Possessing a thorough understanding of relevant Adobe software (ID/PS/AI) and experience 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 well as outsourcing and directing creative and production efforts with vendors and freelancers.

Recognized theoretical and practical expertise in Hebrew and bilingual typography.

## EXPERIENCE

2009–Present  
Freelance Designer – studios and agencies include Nike, Pentagram, Project Projects, 2x4, Hugo & Marie, Sagmeister & Walsh, B-Reel, Stink Studios, Mother Design, Imagination 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; Campaigns for Nike and NFL; and identity and product design for Face Com (acquired by Facebook for \$60M).

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

2008  
Maariv/nrg – Lead designer in the design development 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](http://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:

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

Selected Exhibitions:

- 2015 Chaumont Intl. Poster Comp.
- TDC 61+62 Awards Exhibitions
- Golden Bee 12 Biennale, Moscow
- Mall 2, Utah Museum of Cont. Art
- ZGRAF 11 main exhibition, Croatia
- Art of Public Health at Yale
- Made in IL, Design Museum Holon
- Oops, Hansen House Jerusalem
- Bad Design, JLM Design Week
- Positive Posters, Melb., Australia
- Artic 08 & 09, Tel Aviv University
- Interplay, Design Space Tel Aviv

Selected Publications:

- Logotype, Laurence King Pub.
- Graphis 2017 Poster Annual (US)
- Graphis 2017 Design Annual (US)
- Poster Tribune #6 (CH)
- Étapes #229 (FR)
- Come Together, Princeton Arch.
- Book of Layouts, HarperCollins
- Typodarium 2011 (GR)
- Signs Symbols Pictog., Zeixs (GR)
- Signs in Visual Comm., Bezalel (IL)
- LogoLounge Master, Rockport
- Creative Review Illustration (GB)
- Field Trip, Café Royal (GB)
- Basic Pack, Index Book (ES)
- TypoShirt One, Index Book (ES)
- The Allure of Color, Sandu (CN)
- A5 Magazine #1, #3, #4, #10 (IL)
- Bezalel Centennial Magazine (IL)