

YOTAM HADAR

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

Graphic designer with over a decade of experience in collaborating with studios, agencies and clients in leading award-winning design projects that are concept-driven, research-based, and type-led. In addition – a design educator, teaching graphic design & typography in leading academies since 2009.

Highly experienced in a wide range of design surfaces, for any media and scale, from idea to production: strategic branding and identity programs for clients in various industries; books and other complex printed matter; 360° campaigns; web, mobile and other interactive experiences; environmental graphics, wayfinding systems, 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

2019–
Visiting Assistant Professor at Pratt Institute School of Design; Teaching senior projects (juniors and seniors, communications Design BFA).
Lecturer at Yale University School of Art, teaching Intro to Graphic Design summer class and a regular guest critic for MFA thesis reviews.

2015–2018
Part-time lecturer at Parsons School for Design; Teaching required typography classes (sophomore Comm. Design BFA).
Part-time lecturer at Mason Gross School of the Arts, Rutgers University, New Jersey; Teaching a required portfolio development class (juniors and seniors, BFA).

2010–2013
Adjunct lecturer and 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 teams, mentoring junior team 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

2019–Present
Pentagram — Associate Partner, leading large scale branding projects for clients in tech, media and culture. Managing junior and senior designers, and actively participating in stakeholder meetings and presentations, from briefing to delivery.

2009–Present
Freelance Designer & Design Director — agencies and studios include Nike NYHQ, 2x4, Sagmeister & Walsh, Pentagram, Project Projects, Hugo & Marie among others in NY and Israel.
Clients include Google, Hyundai, MoMA, NFL, Waze, Anheuser-Busch, PepsiCo, Prada, Woods Bagot, Goethe-Institut, Movement Research, Yale School of Architecture, Tel Aviv Museum of Art, Israel Antiquities Authority, Israel Philharmonic Orchestra, Tel Aviv University, and Face dot Com (acquired by Facebook for \$60M).

2008
Maariv/nrg — Lead designer in the design development studio of Israel's second largest newspaper, working directly under its chief designer. Projects include redesigning major sections of the newspaper and an overhaul to its popular news site.

2007
Open TBE — Senior designer at a design-driven 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. — Senior designer 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 culture, fashion, retail and tech.

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)