

# Shlomtzi

## #ResuME

### SHLOMTZI BERGER;

ART DIRECTOR; WRITER; DESIGNER; THINKER

#### Director of Creative Studio @ strauss

Responsible for managing a team of 14 graphic designers overseeing all packaging projects for Strauss, from initial concept through to print inspection. Collaborate with various organizational divisions to deliver professional and innovative solutions across print, digital, AI, and BTL solutions. Lead the development and structuring of studio teams to align with contemporary and cutting-edge creative standards. Provide professional and personal management, fostering staff empowerment through tailored learning programs and leveraging individual strengths **Since 2021**

#### Creative art director @ Groo

(Once known as Groupon)

Art, design and copy for all of the marketing media channels on website and on application, design and creating banner concepts, campaigns, UX, UI, social media, newsletters. Thinking about eCommerce maneuvers and more **2016-2021**

#### Branding

Owner and partner at Become studio for design and branding&managing creative and customers. Managing a small and homey studio of designers, copy and programmers with marketing services and branding processes: beginning with developing name for brand, character, graphic language and implementation in website, application, newsletter and various print products. In addition: Writing content (micro copy) for clients - landing pages, names, slogans and text **2008-2016**

Customers: Orange / Partner / Ralco / Renault / Nissan / Golf / Golf Kids / Golf and Co. / Walla / Gade / Africa Israel / ML / Castro / Crazy Line / Zeita / Royalty / Newpan / Gotex / Aminach / Lachmi / Lexmark / Getter Boutique / Groopon and more  
**#partiallist**

#### Marketing

Managing campaigns for leading customers in the market, at big marketing firms, in team work from conception to visual language, building sets and supervising photoshoots to the final stages- video, adds, signage, website, banners or applications  
Firms: Reuveni Pridan / Yehoshua / Baumann Ber Rivnay / Inbar Merhav Shaked / Geller-Nessis / Promarket / and more

#### Education

Visual Communications and Art, Meimad  
Creative Writing, Eshkol Nevo and Orit Gidali  
DESIGN AI EDUCATION, BEZALEL REMOTE STUDIES

PERSONAL WEBSITE > [www.shlomtzi.com](http://www.shlomtzi.com)

STUDIO WEBSITE > [bit.ly/3X51KyS](http://bit.ly/3X51KyS)

LINKEDIN > [LINKEDIN.COM/IN/SHLOMTZIBERGER](https://www.linkedin.com/in/shlomtziberger)

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