



MEITAL SHUSHAN

Illustrator \ Designer

CONTACT

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sobetty.co.il



EDUCATION

2002 - 2006

Visual Communication Design
Minshar School of Art, Tel Aviv

TOOLS

Illustrator	=====
Photoshop	=====
Indesign	=====
Procreate	=====

GROUP EXHIBITION

2021 "Between Times"
TLV 2021 Illustration Week
2019 "IntransitioN"
2019 Laculture "Object/spirit"
2018 Laculture "Desert"
2018 "You are beautiful"

LANGUAGES

Hebrew
Fluent
English
Proficient

MY STUDIO

2009 -Present Owner of **SoBetty**, Independent Freelance Illustration and Design Studio.

My studio specializes in inclusive social awareness projects, among the studio's clients are branding agencies, startups, magazines, toy manufacturers, and non-profit organizations. The studio's clients, both commercial and nonprofit, address a range of issues such as feminism, LGBTQIA+, political and social equality, among others.

As an independent artist, I also work on personal projects that explore topics of identity and emotions that have been displayed in art exhibition across Israel.

SKILLS

Over 10 years of experience in Creative art, problem solving, developing engaging and innovative digital art and print product designs for clients in a broad range of industries. Highly adept at visual strategy, layout development, character design, and storytelling.

EXPIERANCE

2019 -Present **121 Engine for Social Change(NPO)**

Developing marketing programs, logos, brochures, illustrations, newsletters, infographics and presentations.

2019 -Present **The Jerusalem Open House for Pride and Tolerance(NPO)**

Designing and illustrating annual reports - Concept art, elements, infographics, and print production.

2021-2022 **Meta**

Concept art for International women's day 2022 events.

2019-2020 **BLINK**, A content and social media agency.

Instagram ad campaigns for Suzuki Israel.

Concept art and Scenes illustration for five main models.

2018-2019 **Sharegain**, finance startup

Developing a corporate illustration style for the company's website.

2013-2014 **Bright Concept**, YOLO Shops - retail company.

Designed and developed children's toys, stationery and accessories from concept to production.

2012-2019 **HasaKalabasa**, Eco Educational Toys for kids.

Concept art and development of children's toys and products - board games and craft kits, package design and concept art.

2009-Present **The School for Puppetry and Drama**

Designing and illustrating brochures, ads, website, digital and print materials for marketing.