

Monica Moscovich

Graphic Designer | Brand Identity | Print and Digital Design

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PROFILE

Independent graphic designer with over 20 years of experience in print and digital design, branding, marketing materials and production-ready artwork. Develop visual concepts and brand systems, then carry them through layouts, campaigns and printed products. Work directly with clients, suppliers and print houses from brief to delivery.

PROFESSIONAL EXPERIENCE

Independent Graphic Designer | Monica Design

- Design logos, visual identities, marketing materials, advertisements, catalogs, digital content and social media assets for a range of clients.
- Translate client needs into concepts, typography, color palettes and layouts suited to the audience and brand.
- Prepare production files and coordinate delivery with clients, vendors and printers; use AI tools for visual research and concept exploration.

Founder and Designer | Mokile

- Develop and design educational placemats, stickers and stationery for children, from concept and visual language to illustration, print production and online product presentation.
- Manage product design and adaptations for the website and sales channels.

Art Director | Comfy, Interactive Games for Children

- Designed visual language for children's computer games, including interfaces, icons, illustrations and child-friendly user experiences.

Graphic Design and Photoshop Instructor

- Taught graphic design, Photoshop and digital design in professional and academic settings, including Beit Berl, the Kiryat Ono College of Photography and Tel Aviv University.

SELECTED EXPERTISE

Logo and visual identity design | Branding | Typography and layout | Print and digital campaigns | Editorial design | Packaging and stationery | Social media design | Print production

TOOLS

Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Canva | Wix | Adobe Firefly and Generative Fill

EDUCATION AND TRAINING

BA, Social Sciences and Humanities, The Open University of Israel

Graphic Design Software Course, Sivan | Academic Drawing Program, WIZO Canada

LANGUAGES

Hebrew | English | Spanish