



**Elinor Zach**  
Branding, Design & Concept  
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## EXPERIENCE

September 2011 - Present	Independent graphic designer and branding expert.
July 2005 - August 2011 <b>G2 Worldwide</b> New York, NY	Associate Creative Director + Conceptual ideation for brand identity and development programs + Design and art direction for multi-channel communications including: logos and corporate branding, print advertising, packaging, POS and promotional marketing and interactive applications (web and mobile). + Clients include: Heineken, Dos XX, Amstel Light, Newcastle Brown Ale, Target, Corona Light, Plymouth Gin, Absolut Vodka, Kmart, Ramada Worldwide, Pantone, Chamber Dance Project, Caché, Pantone, Give Kids The World, G2 USA
	Senior Designer 2008-2010
	Associate Designer 2005-2007
<b>Awards</b>	+ Neographics' "Best In Category" Award 2010 + Graphic Design USA - American Graphic Design Award 2007 + Creativity 36 Award 2006
Summer 2004 <b>Arnold Worldwide</b> New York, NY	Intern + Styling for clothing retailer's TV commercial + Invitation and poster design
Summer 2003 <b>Studio Adler</b> Tel-Aviv, Israel	Intern + Brand identity and packaging design for a prominent Israeli soft drink company + Identity concepting and design for a new restaurant
1999-2001 <b>Israeli Defense Force</b>	+ Sergeant in the Israeli Ministry of Defense + Managed a 10-person department + Maintained her cool under strict timelines and in high-stress environments + Uzi 9mm Submachine Gun proficient

## EDUCATION

2001-2005 <b>School of Visual Arts</b> New York, NY	Bachelor of Fine Arts Degree, graduated with honors + Double Major in Graphic Design and Advertising + GPA 3.93
<b>Awards &amp; Achievements</b>	+ Top 10% ranking in Graphic Design / Advertising Dept. - School of Visual Arts + 'Art Directors Scholarship Award' - Art Directors Club, New York + Student advertising work featured in Graphis' New Talent Annual 2006

## NINJA SKILLS

<b>Computer</b>	+ Adobe CS + Microsoft Office + iWeb + Basic Flash
<b>Misc.</b>	+ 10 years of piano lessons (a skill now mainly used to cover hair metal ballads) + <a href="http://www.foodzi.com">www.foodzi.com</a> + <a href="http://www.fancyninja.com">www.fancyninja.com</a>