Herzliya • 2026

Moshe Menachem

Multidisciplinary Designer
Branding, Art Direction & Digital

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Before I designed screens, I wove flowers, and I still work that way: piece by piece, until everything sits right. I take one idea and carry it through every medium it needs, from concept and branding to interface, motion and build. Creating with AI since 2021. I designed and built my portfolio site myself.

Projects

- **ATLAS** — A travel app, UX/UI in a team; a survey of 38 travelers, 91 screens.
- **flagship.** — A flight-themed geography game for iPhone: branding, UX/UI and a motion video, coded with Claude Code. Ready for launch.
- **Zikit** — A paint brand and e-commerce site; user research and a working prototype.
- **Thermal and Alice** — Two complete brand systems, from the logo to the campaign.
- **Fermata** — Complex systems: an operations system for festivals, for the control room and field crews; solo project, research and an interview with a production crew member (in progress).

Experience

FlowersWW • Personal Branding & Design Studio 2022 – present

- Brand identities, AI art collections, music cover series and small websites.
- Interactive web components in code (glass, holograms, 3D, motion), and digital art exhibitions.

Volunteer Graphic Designer • Osim Shchuna 2026 – present

- Designing the nonprofit's website (UX/UI), donor one-pagers, reports and internal documents.

Freelance Graphic Designer 2020 – present

- **Book Cover and Visual Language:** “Gentle Brave Movement” (Oria Bin Nun, 2025), concept to print.
- **Music Covers, Event Branding and Posters:** singles and albums for independent artists, sports tournaments, wine evenings.
- **Print:** shirt graphics for IDF units and teams, and art prints for homes and workspaces.

Skills & Tools

Graphic Design	Typography, composition, print and visual identities
Branding	Concepts, brand systems and graphic languages
Art Direction	Visual vision and leading the creative direction
UX/UI	Defining and designing sites, apps and interfaces
Motion & 3D	Motion, depth and interactive experiences
AI & Build	Creating and building digital products with Claude Code
Tools	Figma • Photoshop • Illustrator • InDesign • After Effects • Premiere • Claude • ChatGPT • Gemini • Midjourney • Higgsfield • Perplexity
Languages	Hebrew (native) • English (fluent)

Education

HackerU • Graphic Design and UX/UI • Expected November 2026
Full Israeli matriculation (Bagrut) with distinction

Service

Armored Corps • Tank Commander Course; operations sergeant, 401st Brigade HQ

Also

Florist • Wine-bar bartender • Tour guide for foreign groups •
Stand-up comedy • MDA volunteer medic