



SHARONA MERLIN

Industrial & Graphic Designer



PROFILE

My name is Sharona Merlin, I have a Bachelor's degree in Industrial Design Studies from Shenkar collage, where I gained a comprehensive and in-depth knowledge of design and full control skills on graphic software (such as Illustrator and Photoshop) as well as 3D software (Solidworks, Keyshot, etc). Over the past 4 years, in addition to freelancing works for various companies, I have gained experience and acquired skills in founding, managing, marketing, designing and branding my own brands: SKETCHA and RONCHA, focusing on jewelry and fashion accessories.

I live and breathe the world of design and fashion therefore I believe that my great knowledge, experience, skills and motivation will help me get the job done on it's best side.

I am interested in roles that have a service character and team work in order to express the best possible entry.



PROFESSIONAL EXPERIENCE

2015 - current

FOUNDER AND DESIGNER SKETCHA & RONCHA

Industrial Designer

- Managed projects from ideation, design development, client review, and production based on cost targets, material quality, legal requirements, and branding guidelines from initial sketch to final products.
- Design development using Ideation Sketching, CAD drawings, 3D computer modelling, prototyping and rendering. for MONKEY BUSINESS, producing 2 registered products sold in stores worldwide : BEANIE BOTTLE STOPPER and SINKFIN with several products still in process

Graphic Designer

- Developing and maintaining print/web collateral, graphical standards, marketing
- Designing UI, guidelines documentation for web and mobile applications.
- Digital marketing, email campaigns, newsletters and animated info- graphics projects.
- Responsible for total needs of the company including management production supervising and creative resources to deliver complete corporate-quality branding.

Jewelry Designer

- Identifying trends, maintaining and developing seasonal collection presentation boards for merchandising
- Designing jewelry collections from hand sketches to 3D computer models and technical renderings for manufacturing.
- Communicating and supplying jewelry for local and overseas vendors such as La Reinacente (Milan) Soho stores (12 stores based in Israel), etc.

Branding & Marketing

- Creating brand identity by designing and producing, presentations, catalogs, brochures, sell sheets and packaging.
- Administered social media and company branding.
- Styling and art directing photo shoots.
- Establishing and designing a retail store, trade show booths and pop up shops,
- Creating sales collateral, marketing literature and print ads.

2013 - 2015

INDUSTRIAL DESIGNER TAGA

Industrial Designer

- Managed projects from ideation, sample development, client review and production.
- Collaborated with in-house engineers and to establish and evaluate design concepts for manufacturing
- Redesigned medical tools to incorporate ergonomics and human factors
- Created concept sketches, marker renderings and computer renderings in Photoshop and Keyshot.
- Created presentations and attended client meetings to speak through design processes.

UI Designer

- UI designer for medical devices interfaces

- 2011 - 2013

INDUSTRIAL DESIGNER
I2D

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 - Created presentations and attended client meetings.

- 2010 - 2011

DESIGN INTERNSHIP
MORPH DESIGN STUDIO

 - 4 months full time internship at Morph studio based in London specializing in kitchenware and appliances
 - designing for JOSEPH JOSEPH and JAMIE OLIVER

- 2009

DESIGN MENTOR
MECHINA HABEINTCHUMIT

 - Teaching drawing skills and creative thinking for admissions counselors at design schools preparing their portfolio

-  **EXHIBITION**

 - 2010 "Instrumenta" exhibition of the series "Ponderabilia" - SPOT in Poznan
 - 2012 "The material that Words are Made from" held in Tel Aviv
 - 2016 "Uthopia" - London Design Biennale
 - 2017 "Sound" - Holon Design Museum

-  **FORMAL EDUCATION**

 - 2009 - 2013 **BACHELOR OF INDUSTRIAL DESIGN**
SHENKAR COLLAGE
 - 4 years Industrial design studies (B.A degree)

-  **MILITARY SERVICE**

 - 2002-2004 **MILITARY SERVICE**
ISRAEL GOVERNMENT OFFICE
 - 1.9 years compulsory military service at the government office

CONTACT

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PROFESSIONAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Rhinocores
- Solidworks
- Keyshot rendering
- 3Dmax rendering
- Mac and PC basics
- Hand model making
- Sketching

LANGUAGES

- Hebrew
- English