



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 BUSSINESS, 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 computermodels and technical renderings for manufacturing.
- Communicating and supplying jewelry for local and overseas vendors such as La Reinacente (Milano) 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,
- Createing 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

- Managed projects from ideation, sample development, client review and production.

- Collaborated with engineers 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.

2010 - 2011

DESIGN INTERNSHIP

MORPH DESIGN STUDIO

- 4 months full time internship at Morph studio based in London specialising 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 prepering 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

"Euthopia" - London Design Biennale

2017

"Sound" - Holon Design Museum

FORMAL EDUCATION

2009 - 2013

BACHLOR OF INDUSTRIAL DESIGN

SHENKAR COLLAGE

4 years Product design BA master degree





MILITARY SERVICE

2002-2004

MILITARY SERVICE

ISRAEL GOVERMENT OFFICE

1.9 years compulsory military service at the govrmnt office

CONTACT		PROFESSIONAL SKILLS		LANGUAGES	
	www.sharonamerlin.com	Adobe Photoshop	<div></div>	Hebrew	<div></div>
	4/4 Elkharizi st, Tel-Aviv	Adobe Illustrator	<div></div>	English	<div></div>
	+972 (0) 524704473	Rhinocores	<div></div>		
	sharonamerlin@gmail.com	Solidworks	<div></div>		
		Keyshot rendering	<div></div>		
		3Dmax rendering	<div></div>		
		Mac and PC basics	<div></div>		
		Hand model making	<div></div>		
		Sketching	<div></div>		