Eitan Shefer, Industrial designer.

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profile	Industrial designer with 3 years of experience, currently finishing a Masters degree at the Bezalel academy of Arts and Design specializing in design management. Particularly interested in technology and the integration of technology and design. Has several years of experience as a graphic designer in print and web media, as well as being a musician, composer and sound designer.

experience

Designer, freelance, 1996 - present.
Product design, graphic design and identity, website design, product design and music for video and theater. Currently working on bringing two personal projects to market: a laptop bag and the Samchillian musical instrument.

Industrial designer - internship, Design-box, Ravensburg, Germany, 2007.
Designed a variety of products including a family of musical instrument stands for Quiklok, hard-disk enclosure for C-lab, a toy electric keyboard for Ravensburger, as well as a variety of graphic design work for a for several Design-box clients.

Industrial designer, Amos Boaz Studio, Shoresh, Israel, 2005 - 2006.
Participated in a wide array of design activities, including concept creation and sketching, modeling, 3d modeling and planing (Solidworks), 3d rendering (3dmax) of a wide range of products in the automotive, medical, cosmetics and furniture industries, clients included Tzora, Luminis and Soltam.

Senior computer assistant and Solidworks trainer, Bezalel Academy, Jerusalem, Israel, 2002 - 2005.

Graphic designer, Av-El computers, Mevasseret Zion, Israel 2000 - 2002.
Website design and specification for various web projects, including development of e-commerce sites for a number of Av-El's clients.

education

<u>M.des, Industrial Design</u>, Bezalel Academy of Arts & Design, Jerusalem, Israel. 2007 - present (2009).

<u>B.des, Industrial Design</u>, Bezalel Academy of Arts & Design, Jerusalem Israel. 2001 - 2005.

noted projects

Samchillian, graduation project: a proposed design for a musical instrument based on Leon Greunbuam's relative music keyboard concept. Featured in gizmodo.com, core77.com, createdigitalmusic.com and other blogs and magazines. Demonstrated the samchillian at Yossi Vardi's MuseNet conference.

Music for Eric Lerner's Mr Citymen series of short films: made the score for two of the short films as well as mastering and audio SFX work on all the films. Winner of the Aniboom animation contest (2007).

Bezalel graduation exhibition design and planning: Together with two other 3rd year students designed, coordinated and executed the annual graduation exhibition. Tasks included coordination of the graphic design identity, floor planning, design of various accessories (computer stands, lighting, interior elements and the like).

software

CAD and 3d: Solidworks - expert level. proficient in 3Dmax.
Graphics: Photoshop - expert level, proficient in Freehand, Illustrator and Flash.
Music: Propellerhead Reason, Ableton Live - expert level.

languages

Hebrew and English - Both are mother tongues.