

Summary

Graphic Designer & Art Director with 25+ years of experience shaping visual identities across packaging, print, digital and live brand spaces. I've helped brands evolve from buttoned-up to laid-back and made sure the design always hit the mark.

Along the way, I've worked on everything from local album covers to global campaigns for Coca-Cola, Google and Ikea, and helped companies show up strong at CES in Vegas and IFA in Berlin. Always hands-on, always curious, always pushing for clean work that communicates.

Experience

Senior Graphic Designer

SMtek Group, Brooklyn, NY | Oct 2021 – Present

- Design and produce 400+ packaging solutions for Bluestone, Microtech, and Urbanblue, ensuring alignment with brand identity and improving workflow between client, leadership, and production.
- Maintain an Excel-based tracking system to manage briefs, timelines, revisions, and approvals across departments.
- Lead packaging development from concept to completion, including naming, copywriting, photography direction, 3D rendering, and layout design.
- Oversee dieline creation and material selection tailored to product specifications, supporting more efficient and sustainable production.
- Provide creative leadership to a rotating team of junior designers, ensuring high-resolution, print-ready outputs with minimal production issues.
- Develop brand identity systems for Urbanblue and Microtech, ensuring a unified brand look across packaging and marketing assets.

Freelance Graphic Designer

Amos Funk Design, Brooklyn, NY | 2016 – 2020

- Designed a wide variety of creative work—album covers, posters, logos, websites, and branding—for independent artists and small businesses.
- Helped clients express their identity and message through clean, effective design across print and digital formats.
- Built strong relationships by listening carefully, adapting to client needs, and delivering work that felt right and looked great.
- Earned steady referrals and return clients through clear communication, on-time delivery, and thoughtful visual execution.

Freelance Graphic Designer

Saatchi & Saatchi, Fogel-Ogilvy, McCann – Tel Aviv, Israel | 2013 – 2016

- Designed and adapted advertising campaigns for global brands including Coca-Cola, American Express, Mazda, Ikea, Google, Sony, Subaru, Nissan, Honda, Dove, Jaguar, ELAL, Volvo, and Pampers.
- Produced creative assets for print, outdoor, and digital media—billboards, bus wraps, newspaper spreads, online banners—ensuring alignment with each brand's visual identity.
- Worked across teams to localize and tailor international campaigns to fit regional audiences and media standards.
- Delivered polished work under tight deadlines in fast-paced agency settings while maintaining attention to detail and brand consistency.

Mobile: 908 400 3145
amosfunk@gmail.com
amosfunkdesign.com
Brooklyn, NY 11218

Skills

InDesign
Illustrator
Photoshop
Figma
After Effects
Midjourney
Wix (Editor)
Sora / ChatGPT

Soft Skills

Time Management
Communication
Punctuality
Teamwork
Adaptability
Cultural Sensitivity

Education

Bezalel Academy of Arts & Design
Bachelor of Fine Arts
Jerusalem, Israel | 1993 – 1995

Mentor Academy for New Media
Tel Aviv, Israel | 2009

Art Director & Graphic Designer

Skech, Tel Aviv, Israel / San Diego, CA | 2009 – 2013

- Led the design of packaging, marketing materials, and product promotions for a global consumer tech brand.
- Drove a strategic brand transformation—from traditional and formal to a younger, more casual image—reflected in visual styling, messaging, and presentation tone.
- Played a central role in shaping the company's trade show presence at CES (Las Vegas) and IFA (Berlin), presenting a more relaxed and contemporary brand identity.
- Directed photoshoots and oversaw production of brand videos and product catalogs, ensuring visual consistency and alignment with the updated brand direction.
- Created detailed briefs, managed timelines, and coordinated external creatives to deliver high-quality, on-brand assets across global markets.
- Successfully juggled multiple product launches while delivering creative work on time and aligned with evolving business goals.

*Mobile: 908 400 3145
amosfunk@gmail.com
amosfunkdesign.com
Brooklyn, NY 11218*

Skills

InDesign
Illustrator
Photoshop
Figma
After Effects
Midjourney
Wix (Editor)
Sora / ChatGPT

Soft Skills

Time Management
Communication
Punctuality
Teamwork
Adaptability
Cultural Sensitivity

Education

Bezalel Academy of Arts & Design
Bachelor of Fine Arts
Jerusalem, Israel | 1993 – 1995

Mentor Academy for New Media
Tel Aviv, Israel | 2009