# MAYA KATZ

## Visual Designer,
based in TLV

katz-maya.com

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Visual designer and recent **MA graduate from the Royal College of Art in London**, with experience in branding and creative development for media projects and freelance clients. Specializes in transforming concepts into compelling visual narratives through storytelling, image-making, motion design, and research-driven experimentation.

## Press

2024
*Portfolio Magazine*, RCA 2024

2020
*Politically Correct* podcast
(Hebrew blog for local feminist issues)

2017
*News From the Academia*, LEGIT MAGAZINE

## Skills

Advanced Proficiency
Photoshop / Illustrator / InDesign / Premiere Pro / After Effects

Basic Knowledge
Figma / Midjourney & DALL-E (AI Image Creation) / Cinema 4D / DaVinci Resolve / Audition / Art Direction / Photography

## Languages

**Hebrew** Native
**English** level - proficient

# EXPERIENCE

2020-2023    **Senior Graphic Designer**
*Ananey Studios, a Paramount Company | Tel Aviv*

- **Leadership & Progression:** Advanced from Junior to Lead Designer, collaborating directly with the studio's art director and overseeing junior and freelance designers, animators, and photographers.
- **Design Process Management:** Lead designer of visual language development for multiple prominent television series, including concept creation, brief writing, and on-set branding production. Acted as secondary art directo as needed.
- **Internal Brand Development:** Designed and launched the studio's Instagram page, managed visual branding for company events, and developed commercial presentations for distribution.
- **Design Innovation:** Contributed to the studio's redesign process by developing a comprehensive design kit for new and future designers, featuring ready-made templates and company-branded images for promotional use.
- **Pitch Decks:** Developed and designed pitch deck presentations for new TV series, enhancing distribution and investor appeal.

2022-Present    **Freelance Graphic Designer**

Delivered bespoke design solutions for a variety of clients, showcasing versatility across media, branding, and editorial work.

- **Storyboard Design**: Created storyboards for Blings.io, translating narratives into clear, compelling visuals.
- **Book Design:** Created a serene layout for a poetry book, featuring four typographic section covers and hand-drawn decorative ink lines to reflect the book's contemplative tone.
- **Brand Identity:** Branding development for a private chef's events creating a visual identity that reflects the intimate, home-based dining experience.

# EDUCATION

2023-2024    **MA in Visual Communications, from the Royal College of Art, London**

2016-2020    **B.Des. in Visual Communications Design, from the Holon Institute of Technology. Graduated with honors, made the Dean's honor list on my third year**

2018    Udemy, online certificate in Adobe After Effects CC

2016    Mentor College of Design (Tel Aviv), certificate studies, Adobe Photoshop and Illustrator

2010-2014    Zilum Baam, Photography and art studies (Tel Aviv). Writing, photographic language, and photography proficiency classes, taken over the course of four years.

2012    Galitz, School of Photography (Ramat Gan), experimental photography course

2008-2012    Alon High School for the arts (Ramat Hasharon), full Matriculation Diploma. Extended subject: Film