

ANAT SZENDRO SEVILLA
CREATIVE VISUAL DESIGNER, UX DESIGN
anats@umd.edu
anatsdesign.com
917-434-4666
Rockville, MD 20852

- HCI Master's graduate (GPA 4) with over 10 years of experience as a visual communicator, online & offline marketing designer.
- A dynamic creative problem-solver with a deep curiosity to further develop human-centered-design thinking tools.
- Takes initiative, manages time well, is task-oriented, and, highly motivated team player.
- Diverse and vast background in teaching and workshop facilitation.

WORK EXPERIENCE

College Park, MD
Current

Lecturer at the University of Maryland, Information School

'Creativity Through Visual Communication' - Educating and mentoring students on design fundamentals, design thinking, human-centered design and self-empowerment.

"This course has to be one of my favorite courses I've taken in my life. I think the class is run in a very interactive way that allows us to learn without pressure. I think the course has provided a really nice look into the thinking behind design and the assignments provide me with a "required" way to express myself creatively." Anonymous student feedback survey 2021

TLV, Israel
2016-2021

Freelance Designer: [Tuktuk-design Studio](#) - Branding and Marketing Website and Print Design

- Initiated, conceptualized, defined, prioritized, and managed design for various companies across sectors, including medical, industrial, financial, and entertainment (Clients like: [Siemens](#), [Tel Aviv University](#), [Negev County](#), [Cyberbit](#), and more).

"Anat worked with me to find the artistic expression for all that I wanted to convey -that the website was fun, serious, food-centered, content driven, different. According to my subscribers, Anat hit the mark with panache" Meryll Page, Food for Thought.

- Designed existing products and research opportunities and market need to launch new features and products. Features enabled clear client communication of desired 3D printing models (Siemens), or clear separation between marketing and in-house portal under the same web infrastructure (Rekah Pharma company).
- Conducted market research, executed design decisions, sold concepts, and ensured clients' expectations were met. Increasing sales by 22% for a leading Pharma company. Enrollment up 16% for Tel Aviv University program.
- Collaborated with cross-functional teams: motion designers, development teams, accounting and management to provide high-quality, full range, usable deliverables, balancing art directing with R&D limitations.

JLM, Israel
2015-2016

Graphic Designer at 2W-Design Studio

- Established close relationships with clients: identifying their design problems through interviews and observations. Advised and executed solutions to help solve their needs.
- Coordinated, designed, managed, and set up a wide variety of offline marketing materials, including print production and on-site installment and supervision of processes to increase sales and visibility on site (For [Rafa Pharmacy](#) branding engaged new audiences and increased sales).

MPLS, USA
2012-2014

Art Facilitator "Jewish Art Lab" (The lab explores specific themes through study and art-making, bringing together a diverse group of artists interested in the relationship between Judaism and creativity).

- Facilitated creative workshops that helped improve and educate artists in 'Design-Thinking' processes.
- Implemented new creative methodologies: crazy 8s, brainstorming, mix and match etc.

MPLS, USA
2012-2014

Head of [Quarrix & Diversiplast](#) in-house Graphic Design department at LDI

- Responsible for all graphic elements of the division including, digital assets, packaging, and marketing.
- Completed all graphics requests while keeping up with the fast-paced, deadline-filled world of the corporate industry.

TLV, Israel
2016-2021

Art Director, [TBWAYEHOSHUA](#)

- Developed multiple concepts for assigned products in partnership with senior copywriters and the accounting team. Responsible for the two main clients: Toyota and McDonald. Online and offline guerilla marketing, billboards, radio commercials, and newspaper adds.

Netanya, Israel
2006-2010

Junior Graphic Designer, [Tambour](#)

EDUCATION

College Park, MD
Current
2021-

University of Maryland - [Master of Science in Human Computer Interaction](#) (GPA: 4.0 / 4.0)

- Design thinking studio lab • UX Research Methods • Interaction Design Studio • Advanced UT
- UX strategy • Fundamentals of HCI • Business UX Strategy • Visual Design Studio

Netcraft Academy UX/UI Design certification

JLM, Israel
2015-2016

[Bezalel Academy of Art and Design](#), Visual Communication, Bachelor of Design (B.Des)

SKILLS / ADDITIONAL INFORMATION

Computer Skills: Adobe Creative Suite programs (Illustrator, Indesign, Photoshop, XD), Figma, Office.

Languages: Hebrew (native tongue), English (full professional proficiency).

Living abroad: UK three years, United States (MPLS, NYC) five years. Traveled over 20 countries.

Artist In Residence: [When an Idea meets sisterhood and creativity, MPLS, MN.](#)

Israeli Defence Force: Chief Commander of Social Workers training course.