

Bar Dvir

Visual & Brand Designer

Visual & Brand Designer with over a decade of experience, combining backgrounds in art, design, and innovation. Skilled in creating across digital platforms, print, and large-scale events. Seeking to join a creative and collaborative team where I can co-create and lead diverse projects, contributing to holistic product thinking while achieving both creativity and uniqueness.

EXPERIENCE

Morning (formerly Green Invoice) | Ui & Visual Designer 2021–2023

- Websites & web products: End-to-end UX/UI for the product site (Landing pages, user flows, emails, banners, ads....)
- UI design: user flows, onboarding, and in-product experiences.
- supporting branding and website design projects in collaboration with fellow product and R&D team.

Ministry of Education, R&D Division & Innovation and Technology Administration | Freelance Retainer Work 2024

- Designed digital products and websites, presentations, conference branding, and marketing materials.
- Designed books, reports, and innovation toolkits.
- Highlight project: Brother My Heart (Ach Sheli Balev) 2022, event branding and environmental design.

Freelance Product & Visual Designer 2008–Present

- Websites & web products: UX/UI for marketing, product, and microsites.
- Leading design processes for clients in Israel and Europe, mainly from the public, academic, and cultural sectors.
- Branding & Graphic Design: logos, identities, cohesive visual systems.
- Editorial Design: books, research reports, magazines.
- Events & Conferences: branding, environmental graphics, signage.

Selected Clients & Projects

- European Commission – design for innovation and education projects.
- Tel Aviv University – magazines, research reports, and website.
- Institute for Democratic Education: publications & branding.
- Ministry of Education – reports, conferences, innovation programs.
- Israel Biennale of Educators – book + event branding.

EDUCATION

M.A. in Art Therapy

University of Haifa
2025

M.F.A. in Fine Arts

Bezalel Academy
of Art and Design
2019

B.F.A. in Fine Arts

Bezalel Academy
of Art and Design
2012

COMPLEMENTARY EDUCATION

User Interface Design

Create
2020

Psychology

David Yellin College of Education
(2013)

SKILLS

Design

UX/UI, Graphic Design, Branding,
Illustration, Sketching

Tools

Figma, Sketch, Adobe Photoshop,
Illustrator, InDesign, XD

Platforms

WordPress (Elementor), Wix