

# JENNY POKRYVAILO

## Industrial Designer



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jennypo28

### PROFESSIONAL EXPERIENCE

- 11/2015 – present – Travel-light LTD. G-RO industrial design team.
- 02/2015 – present – independent external consultant in the product design field.
- 09/2009 – 02/2015 – OTOTO, Industrial designer (main), Graphic designer (secondary).
- 10/2005 – present – Sirton-Art technology Projects, Ltd. Head of design and production.
- 06/2004 – 02/2005 – Espeka Diamonds, Diamond inventory handler.
- 11/2003 – 05/2004 – Michal Rovner Studio, QA – Monitoring of production of metal and glass projects.

### AREAS OF EXPERTISE

#### 6.5 years experience in the complete product development process - from concept to production:

- Imaginative and creative thinking work in an intensive and dynamic environment.
- Product visualization skills (Digital and analog rendering). Excellent drawing skills.
- Excellent CAD modeling (solidworks) knowledge. Capable of creating high quality digital 3D surface models used in the industrial design and product development process.
- Experience in rapid prototyping operations.
- Creating product technical specification documents for manufacturers.
- Communicating with manufacturers and suppliers – Directly collaborating with mechanical engineering, packaging, and tooling teams. Review samples and send feedback to factories.
- Understanding and experience in manufacturing and technical processes of plastic injection and silicone molding.
- Experience in working with international customers and distributors.
- Graphic design experience in marketing materials and package design.
- Substantial experience in working with textile, including sewing experience. Good understanding of sewing patterns and textile behaviour.

### EDUCATION

- 2005 – 2010 Bezalel, Academy of arts and design, Jerusalem. B.Des.
- 10/2007 – 2/2008 Istituto Europeo di Design (IED), Milan. Student exchange program.
- 1998 – 2001 May Boyar high school, Jerusalem. Arts and Biology major.

### COMPUTER SKILLS

Solidworks 2014	●●●●●●●●●○
Maxwell render	●●●●●●●●●○
Keyshot	●●●●●●●●●○
Microsoft Office	●●●●●●●●●○
Adobe CS5:	
Photoshop	●●●●●●●●●○
Illustrator	●●●●●●●●●○
InDesign	●●●●●●●●●○
Rhinoceros	●●○○○○○○○○

### ADDITIONAL FORMAL TRAINING

- Product “marketing and business”, Research and trend analysis / Brand strategy (IED Milan course)
- CNC programming (seminar)
- Model making operations (workshop)
- Lighting essentials (IED Milan course)
- Electronic soldering (course)

### PUBLICATIONS

The Protocols of Bezalel’s Young, July 2010, Issue No. 17 – The Globalization of the Image: The case of Takashi Murakami and Simone Legno.

### ACADEMIC ACTIVITIES

- 2011 – Lecturer at “Toys” event and exhibition at the Namal Tel-Aviv (port of Tel Aviv).
- 2010 – Evaluating graduate students projects of technical drawing course.
- 2008 – Assistant at the graduate exhibition installation at Bezalel.
- 2008 – Supervisor at Bezalel entrance exams.

### LANGUAGES

- Russian – Mother tongue
- Hebrew – Second mother tongue
- English – Fluent
- Italian – Rudimentary

### PRESS

- Glamour (Italy) march 2008 issue.
- Stilus design magazine, march 2008 issue.
- Varios internet design blogs, web magazines and design oriented websites such as:  
www.designboom.com / www.notcot.org / www.novate.ru / www.designbreakonline.com  
www.design-milk.com

### SHORT BIO

I was born in Saint Petersburg in 1983. I spent my childhood snowy winters in the most beautiful city in the world, visiting theaters, museums, circuses and magical forests. I came to Israel at the age of 7.

Combining the artistic and aesthetic sense of my mother and the practical and logical understanding of my father, I believe in a design that is definitive in its function and appearance and has a clear statement. I am constantly inspired by fashion photography, Japanese culture and Pop art. I love rain, cats and laughing.

### ABOUT ME

- High level aesthetic vision. Attention to details.
- Cultural awareness (international experience)
- Willing to learn – Motivated, adaptable, enthusiastic, learner, continual improver.
- Excellent interpersonal and teamwork skills. Versatile.
- Very organized and accurate.
- Practical and logical, problem solver.
- Proactive, persistent and ambitious. Responsive.
- Great sense of humor.
- Hobbies: drawing, sewing (accessories)

### REFERENCES

Furnished upon request.

*Thank you!*