



Vibranium

- Absorb information and redistribute it to facilitate results

Ravenclaw Opal

- Value smart and witty design
- Motivated and creative thinker

Narrow handle for a feminine grip

If I could construct my own bespoke lightsaber, and what each element says about me.

Elven Jade

- Strong willed and resilient yet unoffensive

Dream of the Endless Onyx

- Optimistic and determined
- Warm and supportive leadership style
- Big picture view with a respect for the details that make it shine

Clean and slightly ornate lines

Tardis Blue Blade

- Value imagination and the unexpected
- On the light side of the Force

Nitzan Harel

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EDUCATION

Executive MBA

Valar Institute at Quantic School of Business and Technology | 2025 (Expected graduation)
Online, based in Washington DC

BFA, Graphic Design

California State University Long Beach | 2013
Long Beach, CA

SUMMARY

With nearly fifteen years of experience in graphic design, including over five years in leadership roles, Nitzan has honed skills in management and supportive mentorship, adaptive design and marketing communications, brand development and big picture creative strategy. Paving professional growth with novel ideas and the ability to quickly and professionally address the needs of the organization. Nitzan is inspired to learn and implement new technologies and bring to fruition the mission and goals of the team.

EXPERIENCE

Divergent Design Creative Studio

October 2023 - Present | Signal Hill, CA

Owner & Chief Design Director

- Manage company development and business needs to increase new clients by 200% within the year.
- Provide inventive marketing campaigns, visual communications strategy, and project management services to clients.
- Offer marketing and design services to individuals and businesses, and improve client current brand identities by 100%, to elevate recognition.

EXPERIENCE CONTINUED

Jewish Federation Of Orange County (JFedOC)

February 2014 - October 2023 | Irvine, CA

(Formerly Jewish Federation and Family Services of Orange County -JFFS)

February 2019 - October 2023 | Creative Director

- Administered marketing department, including annual budget, multi-year strategic planning, and researching new aesthetics and technologies.
- Motivated team to practice collaborative communication and productive feedback, increasing the flow of information and creativity by 100% and fostering a positive work environment.
- Creative director on 15-20 marketing, advertising, and design projects, per month, and three annual large scale events of 1,000+ attendees. And produced an average 15 video projects annually.
- Initiated project management processes that increased productivity of time sensitive projects by 100%.
- Updated logo suite and strategic re-brand with style guide for launch of new name and visual identity.
- Managed the development and design of a new website and annual report generating positive brand recognition of 100%.
- Improved digital engagement on social media by 70%, due to increased content creation and virtual presence.

February 2017 - January 2019 | Marketing Manager & Lead Graphic Designer

- Led department and supervised marketing and communications department team with support from senior staff.
- Developed 15+ graphic design projects monthly, including key art and collateral, for a diverse set of audiences from families with young children through senior targeted programming.
- Launched at least five digital marketing and direct mail fundraising campaigns annually.
- Collaborated with department heads to develop year-round content for over 50 programs and 30 marketing campaigns.
- Produced year-round social media plan and content for seven departments.
- Managed website content and user experience for two websites and a mobile app.

February 2014 - January 2017 | NextGen Marketing Communications & Events Coordinator

- Designed key art and collateral for 5-10 projects for young adults aged 21-45, monthly.
- Planned and executed three to five events for young adults per month, with participant capacity of 30 to 150 individuals. Also photographed these events.
- Generated three to seven weekly content contributions on organizational social media accounts including: Facebook, Instagram, Linked-in, and YouTube. Manufactured five to seven monthly email marketing campaigns and newsletters.
- Collaborated closely with lay-leader led boards and committees to ensure 100% leadership satisfaction.

California State University Long Beach - Alumni Association

2010-2013 | Long Beach, CA

Graphic Designer and office assistant

Designed graphics for 100% of association events and promotions .

Target

2007-2010 | Santee, CA

Hard-lines New Team Member Trainer & Sales Floor Team Member

Target customer service provider, setup product displays, registers, and phone line operator, and trained 50% of incoming new team members on sales floor functions and customer service.

MILITARY SERVICE

Air Force Intelligence

Israeli Defense Forces | 2004-2006 | Rank: Sergeant