

CONTACT:

Nitzan Harel

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Design Portfolio: NitzanHarel.com

562-528-1436

EDUCATION:

Executive MBA

Valar Institute at Qnantic 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

AA, Art History

AA, General Art Studies

Grossmont College | 2010

El Cajon, CA

MILITARY SERVICE:

Air Force Intelligence

Israeli Defense Forces | 2004-2006

Rank: Sergeant

EXPERIENCE:

DIVERGENT DESIGN CREATIVE STUDIO

October 2023- Present | Signal Hill, CA

Owner & Chief Design Director

- Provide marketing and design services to individuals, organizations, and businesses.
 - Project management and creative direction services.
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JEWISH FEDERATION OF ORANGE COUNTY (JFedOC)

February 2014-October 2023 | Irvine, CA

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

Feb 2019-Oct 2023 | Creative Director

- Oversaw marketing department, including annual budget and two-year strategic planning.
- Motivated team to practice collaborative communication, increasing the flow of creativity and fostering a positive work environment.
- Creative director for 15 to 20 marketing, advertising, and design projects, per month, and three annual large scale events of 1,000+ attendees.
- Created project management processes that increased productivity of time sensitive projects 100%.
- Created an updated logo suite and strategic re-brand launch for new name and identity.
- Managed the development and design of new website.
- Produced an average 15 video projects annually, and assisted with editing as needed.

Feb 2017- Jan 2019 | Marketing Manager & Lead Graphic Designer

- Led department and supervised staff under the mentorship of the Senior Director of Marketing and Communications.
- Developed and produced 15+ graphic design projects monthly.
- Launched at least five digital marketing and direct mail fundraising campaigns annually.
- Worked closely with events and fundraising staff to develop year round content and provide any needed support.
- Created and produced year-round social media plan and content for multiple departments.
- Managed website content and user experience for two websites and an engagement mobile phone application.

EXPERIENCE CONTINUED

Feb 2014-Jan 2017 | NextGen Marketing Comms. & Events Cord.

- Created designs for five to ten projects for young adults aged 21-45, monthly.
 - Planned and executed three to five events for young adults per month, with participant capacity between 30 to 150 individuals.
 - Managed and created marketing content for organizational social media Accounts on Facebook, Instagram, Linked-in, and YouTube.
 - Produced five monthly email marketing campaigns and newsletters.
 - Provided event photography for three to five events per month.
 - Worked closely with lay leader led boards and committees.
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DSB PUBLIC AFFAIRS

2019-2021 | Orange County, CA

Creative Director, Contract

- Consulted on marketing campaigns for political candidates.
 - Designed brand identities, mainly logos for political candidates.
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CALIFORNIA STATE UNIVERSITY LONG BEACH - ALUMNI ASSOCIATION

2010-2013 | Long Beach, CA

Graphic Designer and office assistant

- Designed graphics for events and promotions.
- Worked as office administrative assistant.