



Address | Asaf 24 Fl.7 Apt.23
5253139,
Ramat Gan. Israel.

Contact | Dean13as@gmail.com
+972 544929933
Dean-As.com

PERSONAL STATEMENT

Hi there,
I'm Dean As, a young Industrial designer with strong eagerness to learn and great enthusiasm for the profession on a mission to inspire people through abstract forms, materials and the story that bind them.

Born and based in Tel Aviv, my passion for Industrial Design began the moment my eyes met a clay car prototype at the Geneva motor show 2009.

I like to approach each design project with a healthy dose of curiosity and imagination while exploring the fundamental underlying issues of each design problem with different potential solutions.

When I'm not in the workshop, I dabble in old car restoration, (My '67 Mustang Coupe is my pride and joy.) An avid adventurer, particularly passionate about meeting new people and learning about different cultures. Ultimately, my travels serve as my personal muse.

WORK EXPERIENCE

120 Hour Internship 2021
Industrial Design intern
Hyfit Gear - Wearable Gym

From 2013 to 2016
Graphic Designer
Sde Dov Air Force Base

From 2016 to 2020
Event & Product Photogaphy
Freelance.

From 2012 to 2021
Graphic Designer.
Freelance.

2017
Editor.
Ronen Kook Architecture
Photography Studio

VOLUNTEER WORK

2016-2017
Dog shelter photographer
herzliya loves animals foundation

2015
rebranding and social media strategy
Mami - A human circle saves street children in danger

EDUCATION

From October 2018 to June 2022.
Industrial Design.
Shenkar College of Engineering, Design and Art. Ramat Gan,IL.

From 2015 to 2016
Advertising & Marketing Course.
Habetzefer, Tel-Aviv,IL.

From 2006 to 2012.
High School.
Herzliya Hebrew Gymnasium, Tel-Aviv, IL.

DESIGN SKILLS

01 Software

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Lightroom
Soiidworks
Keyshot
Rhinoceros 3D
Grasshopper
Procreate
Sony Vegas
Autodesk fusion
Blender

02 Knowledge

3D modeling.
Product sketching.
Market research.
Prototyping.
Interface design.
Branding.
advertising strategy.
media planning.
Product photography.
Video directing & editing.
Image editing.
Good sense for typography.
Color theory knowledge.

HOBBIES & INTERESTS

Cinema

Vintage Cars

Interior design

Photography

Travelling

Batman

Sketching

Watches