

JONATHAN COHEN

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As a highly skilled and driven Industrial Designer, I consistently deliver exceptional work, emphasizing a strong commitment to timeliness and superior quality. By seamlessly blending creativity, innovation, and technical expertise, I am proficient in transforming conceptual ideas into tangible and marketable designs. Moreover, I am well-versed in the entire product development lifecycle, capable of seamlessly transitioning from conceptualization to production design while also devising effective marketing strategies.

In addition to my expertise in Industrial Design, I bring a wealth of experience as a competent Project Manager. My leadership capabilities shine when tackling complex projects, taking charge of all aspects and overseeing Gantt chart activities with precision. My unwavering dedication to meeting deadlines and staying within budget ensures the successful execution of projects.

PROFESSIONAL EXPERIENCE

• 2020 - present

Owner and founder at 'Yehonatan Cohen - Design and Project Management'. Specialized in design, planning and project execution. Inspiring, pleasant and productive design, unique to each client, from the main and most basic requirements to the last and finest detail, and everything is done with the love and passion we have for what we do. Projects include the complete design and renovation of: private houses' interior, villa's entrance and patio, high tech offices, kitchens, bathrooms, A-Z apartment interior, and more.

• 2019 - 2020

Art director at hube studyo- Specializes in branding and design for businesses and production of custom elements, for offices and business spaces. Customized designs which make optimal use of the space, strengthen the connection between the employee and his environment, while enhancing the differentiation and branding of the company.

• 2017 - 2019

Team Leader at Outform Inc. - A Global marketing company having offices in Miami, London, Milan, Mumbai, Shenzhen and Tel Aviv, providing marketing solutions to leading consumer brands such as Apple, Samsung, Google, Absolut, Nest, Garmin, LG, Motorola, Bucherer, Sony and more. My role consisted of materialization from the stage of idea briefing to the final product, shop concept, full user experience and marketing material using innovative media and start-of-the-art technologies.

• 2016 - 2017

Industrial Designer at Arkit - Product Design and Product Development for start-ups, medium and large companies. My industrial designer role was mainly focused on technical research and development to bring technical solutions to the initial concept briefing.

- **2016 - 2018**

Co Founder and CTO at Bee better - Home Beehive Technology: Honey on tap, directly from the beehive. I connected between the classic beehive and technologies to create a new product and concept of home beekeeping having positive ecological impacts.

- **2015 - 2016**

Industrial Designer at Nekuda Design Management – Nekuda is a large R&D / industrial design company based in Tel Aviv. I lead new product developments (industrial design aspects), business, marketing (product marketing...) and manufacturing support (manufacturers identification, production processes...) for a variety of products (such as Tami4, vending machines for Pepsi and more)

- **2014 - 2016**

Industrial Designer at studio Groovys, Tel Aviv - I designed and produced different prototypes and models for the military sector, museums, visitors' centers, exhibitions and for sales promotion.

- **2009 - 2011**

Work Manager at studio Tavas, Tel Aviv - Tavas specializes in designing custom homes. An around the clock workshop with advanced technical equipment. My work consisted of home décor, interior personalization and design until the final project realization.

EDUCATION

- Graduate of Industrial Design at Shenkar College of Engineering and Design (The leading Israel academy of Design) Tel Aviv
- Participated in a design course: "Design Management 360" which included projects involving retail companies and aimed to teaching business solutions for the global industry
- Industrial Design student at Concept School, Tel Aviv.

IT SKILLS

Component and systematic with the following with 2D and 3D software programs: Solidworks, Rhino, Keyshot. Photoshop, and Illustrator.

MILITARY SERVICE

2003 - 2006: A Fighter in the Givati ground troop commando unit. Was also trained as a field medic.

LANGUAGES

Hebrew – mother tongue

English – high level

Recommendations will be provided upon request