

NIK EYDELMAN

VISUAL COMMUNICATION DESIGNER
BRAND IDENTITY, EDITORIAL & TYPOGRAPHY

CONTACT

Jerusalem, Israel
eydelman.design@icloud.com
+972 58-627-7304
[My portfolio](#)

CORE SKILLS

Brand identity
Editorial design
Typography
Packaging systems
Art direction
Motion design
Responsive web design

TOOLS

Design Illustrator, InDesign, Photoshop, Figma
Motion After Effects, Premiere Pro
Web HTML/CSS, Next.js, AI-assisted development

LANGUAGES

Russian Native
Hebrew Fluent
English Professional working proficiency

DESIGN INTERESTS

Multilingual typography, cultural memory and belief systems across print and digital media.

PROFILE

Visual communication designer trained at Bezalel Academy, specialising in brand identity, editorial design and typography. I build complete design systems — from naming and concept to packaging, motion and responsive web - with a focus on cultural memory, belief systems and multilingual typography across Hebrew, Arabic and Latin scripts. Currently open to internships and junior roles in brand and editorial design.

SELECTED PROJECTS

METAMOR BRAND IDENTITY · PACKAGING · WEB

End-to-end identity for a boutique winery concept: naming and brand strategy, monochrome typographic system, label and packaging design, editorial materials and a responsive website.

YMCA Posters TRILINGUAL TYPOGRAPHY · POSTER · MOTION

Poster and motion system derived from the architecture of the Jerusalem International YMCA, composed across Hebrew, Arabic and English scripts.

Conspiracy EDITORIAL · MOTION · DIGITAL

Publication and campaign exploring conspiracy culture, fear and the search for truth - extended into motion design and a live-event website.

Jam Jars PACKAGING REDESIGN · TYPOGRAPHY

Research-driven redesign of an existing Israeli food product: information hierarchy, typographic voice and a multi-flavour packaging system.

EDUCATION

B.Des. Visual Communication

Bezalel Academy of Arts and Design, Jerusalem · 2024–Present

Practice across identity, editorial systems, typography, packaging, motion and interactive design.

PROFESSIONAL EXPERIENCE

Front Desk Receptionist

Arthur Hotel, Jerusalem · 2022–Present

Multilingual guest communication in Russian, Hebrew and English; reservations and cross-team coordination in a high-pressure hospitality environment.

Customer Support Representative

Wolt · 2025–Present

Real-time written communication and parallel case management under time pressure, maintaining accuracy and a consistent tone of voice.

Full case studies available in the portfolio.