



Shachar Kassorla

Industrial Designer · Art Director · Set Designer



Tel Aviv

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Industrial designer and art director based in Tel Aviv. Fourth-year Industrial Design student at Shenkar with 5+ years of freelance work designing sets, pop-up spaces and visual identities for brands. I take ideas from concept to physical reality — research, 3D modeling, prototyping and hands-on work with fabricators — with a strong eye for storytelling and how people experience objects and spaces.

Selected clients

El Al · Adida s · Super-Pharm · Hebrew Academy

Experience

Freelance Art Director & Set Designer 2022 – Now

- Concept, design and production of sets and pop-up spaces for brands and events, from first sketch to on-site installation
- Develop creative concepts, moodboards and visual narratives, and present them to clients
- Lead visual identity and branding processes with clients and multidisciplinary teams
- Assemble project-based teams and coordinate suppliers and fabricators to deliver on time and on brief

Creative Team, Advertising Agency 2021 – 2022

- Supported creative campaigns and visual communication projects from concept to delivery
- Collaborated with designers on concept development and client presentations
- Built hands-on experience in branding, storytelling and cross-disciplinary teamwork

Education

B.Des Industrial Design, Shenkar 4th year · Exp. 2027

- User research and concept development for product solutions
- 3D modeling, rendering and prototyping — SolidWorks, KeyShot, 3D printing, CNC
- Materials and production in wood, metal and plastics; sustainable design

Art DirectionCourse — Ron Kedmi School · mentor Tal Kleinburt 2021

Graphic DesignCourse— Bezalel Academy 2019

Tools

3D & Render

SolidWorks, KeyShot, Substance 3D, Viscom

Design

Photoshop, Illustrator, AI image tools

Making

3D printing, CNC, wood, metal, plastics

Motion

Video editing

Strengths

Concept to production
Attention to detail
Independent initiative
Calm under pressure

Languages

Hebrew
English