JONATHAN LASS

Brand & Web Designer

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PROFILE

Brand and web designer based in Tel Aviv. Every brand today needs to look good on the internet, and I'm obsessed with connecting a business owner's character to the web. B.A. graduate in Visual Communication Design, with experience in Berlin and Japan.

SELECTED WORK

Open 9–5 Mood-Based Radio App · UX/UI Design 2026

– Designed a radio app where listeners choose by mood, with a full desktop design system: 12-column grid, a color token per mood, monospace metadata.
– Delivered a complete interactive prototype in Figma. Interactive Brief to UX course, led by Gilad Fried.

Étude Final Project · Research Film & Visual Identity 2026

– Researched four design conventions (typography, grid, color, composition) and tested each against my own practice: a motion explanation, an animated infographic, and an exercise asking whether I follow the rule myself.
– Delivered as a research film built on found footage, a voiceover from my own text, and one visual language across color, type, and video. Made with After Effects and Brik.

Tapash Brand & Website · Wix Studio 2025

– Designed the brand and a live Wix Studio site for an Arabic-music artist: a landing page with a merch store below.
– Built with Talia Silver in a course with Wix guests, led by Michal Tzur.

Eilat Wines Brand Identity 2025

– Built a full identity for a wine bar in Eilat: logo, color palette, typography, and tone of voice.
– Positioned a city with a poor reputation as young, punk, and professional.

West7 Visual Identity 2025

– Created a visual language for a hospitality space in the Canary Islands, rooted in the building's architecture.
– Deliberately avoided Spanish clichés: no heavy serifs, no red and yellow, no bull imagery. Rounded forms and restrained typography instead.

Also: book & editorial design for Embrace Saint (print production with a factory in China) · artist residency at Studio Kura, Japan · exhibition poster for 4Tress · menu design for Pereh Restaurant, Tel Aviv. More at jonathanlasss.com.

EDUCATION

Minshar School of Art, Tel Aviv 2022–2026
B.A. in Visual Communication Design

Berlin International University of Applied Sciences 2023–2024
Visual Communication & Graphic Design

Rabin High School
Graduated with honors in Fine Arts and English

TOOLS

Adobe Creative Suite	Photoshop, Illustrator, After Effects, Premiere Pro, InDesign
UI & Web	Figma, Figma Make, Wix Studio, Cargo
Illustration	Procreate
Typeface design	Glyphs
AI-assisted workflows	ChatGPT, Midjourney, Claude, Gemini, Meshy (3D)
Vibe coding	Brik, p5.js, Figma Make, Meshy

LANGUAGES

Hebrew (native) · English (fluent)