

# Orit Zetouni

Interactive Designer

## Recent Accomplishments

### **www.red-id.com** – red-id

Company site that presents various media works from the past few years.

### **www.realmatch.com** – red-id

An online platform that provides employers and job seekers a better way to connect.

Ranked as one of the top 10 job sites by Allison Doyle (About.com)

“...Realmatch works a little like a dating service, but with jobs ...” *Allison Doyle*

## Experience

### **Red-id.com – Tel Aviv, Israel**

Partner, December 2007 - Present

- Red is a creative digital design boutique that delivers memorable solutions. Our team is a strong and multi-disciplinary mix of skills and talent. Together we deliver interactive media that is characterized by unique concepts, great design, and reliable implementation.
- Clients include: Comverse, Teva, Technion, and Adam Milo

### **Lulu – Tel Aviv, Israel**

Partner, 2002 - 2007

- Created online and offline interactive experiences for clients such as Serono, Amdocs, and Comverse

### **Instructor –Israel**

Instructor/Teacher, 2000 - present

- Teach and instruct on interactive related subjects such as Interactive Narrative, User Experience and flash, and animation in Flash.

Institutions include: Shenkar College of Art and Engineering, Camera Obscura, Hasifa, Tel-Hai College, Tel Aviv University

## Education

### **Middlesex University-London, UK**

MA Design for interactive Media

October 1999

- Final project: “Double Up” – a giant bean bag interface that was used as an interface for three interactive narratives.

### **University of Illinois-Champaign-Urbana, US**

MFA Painting

July 1994