

Lee Schneidman

Designer · Creative Technologist

Concept and code — I design visual systems and build the software they need to exist. B.Des graduate with a shipped, publicly exhibited interactive product, and six years as an intelligence officer before that.

leeleesksk@gmail.com 054-6631336 Tel Aviv, Israel haomnam.com/lee — portfolio haomnam.com — the live piece [LinkedIn](#)

FINAL PROJECT

Designer & Developer — האמנם — ? · interactive installation & live web product · Shenkar	2026
- Conceived, designed and built an interactive poetry piece: exhibition installation, printed book and a personal generative film for every visitor — live at haomnam.com. - Developed one visual language across screen, print and space — a colour system for the poem's 70 words, Hebrew typography, and curating and creating ~700 images. - Built the software through AI-assisted development (Claude Code). Eight exhibition nights, 380 visitors, 158 personal films — zero failures.	

EXPERIENCE

Recruitment Coordinator — Alut	2025 – present
Sourcing, screening and coordinating hiring processes, alongside completing my degree and exhibiting האמנם.	
Graphic Designer — Shaldor, strategic consulting & investment	2025
Designed high-stakes presentations and pitch decks; developed visual-language guidelines and turned complex information into clear visual narratives for print and digital.	
Product Characterisation — BRIA · generative-AI startup	2023
A short project (a few weeks) characterising the product around BRIA's copyright-safe generative model.	
Art Exhibition Producer — independent exhibition	2022
Marketing, logistics, curation and event production for an independent art exhibition.	
Officer, IDF Intelligence Corps — Research Division · Captain	2015 – 2021
- Intelligence research officer: conducted research, presented findings in writing and in briefings, and designed the format in which intelligence insights were presented to senior command. - Officer for professional development of the research discipline: led development of a specialised training model, worked with data and product teams on the UX and system characterisation of an operational learning application, and carried wide-ranging staff work. - Commanded a research cell, and the analytical research track in the AMAM Shchakim course. Intelligence aide to an arena head and to the intelligence deputy of the head of the Research Division.	

SKILLS

Code & systems	AI-assisted development with Claude Code — how haomnam.com was built · p5.js · basic Python
Design	Typography and Hebrew/RTL systems · visual identity · editorial & print production · motion graphics · image making · creative concept development
Tools	Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere) · Figma
Generative AI	Generative imagery · prompt-driven pipelines

EDUCATION

B.Des, Visual Communication — Shenkar	2022 – 2026
Specialising in motion graphics, AI and image making. Final project האמנם — ? shown publicly as a week-long interactive exhibition.	

LANGUAGES

Hebrew — native · English — fluent