



# ANYA RUBSTEIN

I am a product-focused designer specializing in UI/UX Strategy, Data Visualization, and generative AI workflow integration. Proven success as a Brand Strategist for deep tech startups with dual-value for Earth and Space, translating complex technical patents into compelling investor narratives. I thrive in multidisciplinary teams, driving cross-functional collaboration to build human-centered solutions focused on design, technology, sustainability, healthcare, and education.

## EDUCATION

**Bezalel Academy of Art and Design** | BA in Visual Communications, Expected 2027

**Poliarte Accademia di Belle Arti e Design** | Service Design Course, 2025

## AWARDS

1st Place Winner **2026 Google for Startups Hackathon**, Tech2Peace

Finalist in **2024 Yad Vashem Education Hackathon**

## SKILLS

**Product & AI:** Wix, Harmony, Weavy, LTX Studio, Stitch, ReCraft, Midjourney, Notebook LM, FigmaMake

**Design & Prototyping:** Figma (Make, Buzz, Design, Jam), Adobe Creative Cloud, Cinema 4D, Stornaway, Rive

**Development:** GitHub, Vercel, Replit

## LANGUAGES

**English** Native  
**Hebrew** Fluent  
**Russian** Native

## WORK EXPERIENCE

### Brand Strategist & Designer | Deep Tech Startups

March 2024 to Present

- Developed visual and strategic product narratives for deep-tech startups with dual value for Earth and Space including Creation Space, FILO Systems, InHayle, and NWPT.
- Translated complex patents into compelling, market-ready investor pitch decks, using AI tools to showcase cutting edge technology.
- Functioned as the primary design lead, collaborating directly with CEOs and CTOs to iterate on product vision and meet tight deadlines.

### Research Intern | BINA, Bezalel AI Center led by Oren Moshe

Nov 2025 to Present

Taking part in establishing the Bezalel AI center alongside two other selected students. In collaboration with LTX, Descartes, and Weavy.

### Graphic & Motion Designer | Freelance

Sep 2025 to Present

- Partnered with Microsoft to visualize educational content for their Learning Center platform, utilizing generative AI tools.
- Led key projects, including the animated title sequence for the 'School of Fun' educational program, comprehensive logo design for BeTnuva, and print execution for Nir Publishing House.

### Welfare Manager | Bezalel Student Union

Dec 2024 to Sep 2025

Lead student welfare and legal assistance initiatives across 3 campuses.

### Graphic Design Intern | IRAGINZBURG Branding & Ad Agency

Summer 2017 and Summer 2024

Designed campaign materials for clients including FOZ Museum, Abraham Hostel, KKL, and Momentum.

### Adventure Department Head | URJ Jacobs Camp, Mississippi

Summer 2022 and Summer 2023

Directed and coordinated a team of 16 staff members. Managed high-risk operational logistics and safety protocols for adventure elements, successfully balancing risk management with creative programming.