



Daniel Pesach Cohen

DESIGNER / MAKER

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Multi-disciplinary Designer | Experience Designer | Storytelling and Narrative Design

"Designing exceptional experiences with a focus on community impact, innovation, and purpose"

SKILLS

- Human-Centered Design
- Presentation
- Storyboarding
- Concept Development
- User Experience
- Adobe Photoshop
- Illustrator
- InDesign
- SolidWorks
- Keyshot
- Sketchup
- CNC
- Laser Cutting
- 3D Printing
- Model Making
- Rapid Prototyping
- Carpentry
- Metalwork
- Arduino
- Sewing
- Hydraulics
- Pneumatics
- Electrical Systems

EDUCATION

Bezalel
Academy of Arts and Design
Bachelor of Design
2019–2020 Jerusalem, Israel

Folkwang
Universität der Künste
Bachelor of Design
2017–2019 Essen, Germany

Holon
Institute of Technology
Bachelor of Design
2015–2017 Holon, Israel

PROFESSIONAL SUMMARY

An award-winning designer with a diverse portfolio spanning leading companies, municipalities, NGOs, and private clients. Founded ASAFTA, a design and fabrication studio, directed the design for the AniNATION International Animation Festival and built impactful spaces, including workshop centers for NGOs, gallery exhibitions, and a café. As a design consultant for two global companies, conducted in-depth market research and crafted scalable, market-ready products. Empowered startup owners to visualize their stories and prepared them for investor presentations. Collaborated with multiple small business owners, mentoring them in creating authentic online presences. As a passion project, established 'Halalit,' a community-driven workshop hub hosting 20+ events monthly.

ACHIEVEMENTS

- **2021** Received award for highest academic achievement upon graduating from Bezalel Academy of Arts and Design.
- **2020** Co-authored and published 'The Hairy Klein Bottle' with Dr. Gul Shai in the International Journal of Mathematical Education in Science and Technology, and for Bridges Linz International Convention for Mathematics and Art.
- **2018** Secured first place in the Leica Microsystems - Microscopes for Public Spaces Design Contest.
- **2017** Received the Presidential Award from Holon Institute of Technology for achieving the highest academic grade in the Design Faculty.

CAREER STORY & EXPERIENCE

Owner & Creative Director | ASAFTA Design Studio

2019–2024

Product Development and Strategic Design Consulting

- Spearheaded the transformation of the "TOM Makerspace" concept into a structured scalable product by defining deliverables, managing budgets, streamlining the launch process, and authoring the manual, successfully attracting six additional clients.
- Conducted in-depth market research, built a compelling brand identity, and crafted customer experience strategies for Owens Illinois' seven-product luxury line, optimizing for success and profitability.
- Mentored seven entrepreneurs and small business owners in developing genuine brand identities and establishing their online presence.
- Consulted with two startups to visualize their stories, equipping them for investor presentations that resulted in securing funding.

Space Design and Construction Management

- Successfully delivered six complete interior design and construction projects, from initial concept to final installation, ensuring high-quality outcomes within budget constraints.
- Personally crafted all aspects of the construction, including custom furniture, carpentry, metalwork, drywall installation, electrical wiring, plumbing, and lighting, saving clients up to 15% by eliminating the need for multiple contractors.
- Designed and implemented three additional spaces, by providing architectural layouts, CAD renderings, and electrical plans for areas ranging from 50m² to 500m², consistently exceeding client expectations with tailored, functional designs.

Custom Fabrication and Exhibition Design

- Specialized in custom fabrication and exhibition design, delivering bespoke furniture, installations, and infrastructure for three design festivals, over 12 exhibitions, and more than 10 galleries, as well as a diverse range of independent clients and artists.

Teaching, Workshops, and Public Speaking

- Developed and led educational workshops and personalized learning experiences in diverse settings, including design festivals, academic programs, and professional corporate events.
- Facilitated nine workshops covering topics such as design thinking, furniture making, and hands-on crafts.
- Created a seven-session-long workshop on holographic design for augmented reality at Folkwang UDK's master's program, inspiring innovation and interdisciplinary approaches to design.