

Website content

For graphic designer, May Radomir

mayradomir.design



SHARONA REOUVENI

TECH WRITING, MICROCOPY & MARCOM

Messaging and persona: Skilled professional ↔ Edgy and playful



Professional but not dry
Creative but true to the product persona
Nails your messaging
Gets quality job done quickly

Human impact – Cares about your project like you do, fast, brings about clarity, organized, team player

May Radomir is a graphic designer whose work captures the audience's eye, heart, and mind while promoting ideas, brands, and products.



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Meet May

May Radomir is a multidisciplinary graphic designer who creates beautiful, clear, and engaging on-brand visuals for both the digital world and print.

A creative chameleon (but with less googly eyes) May maneuvers effortlessly between crisp elegance and lush playful designs. Whether you're an artisanal candy manufacturer or an established corporation, she'll nail your messaging and create a visual experience your customers will remember and love.

May is a skilled professional who loves her day job, and it shows. Her clients keep coming back because they know she cares about their projects as much as they do. She's meticulous yet quick, organized and easy to work with, and immerses swimmingly into new fields of knowledge. Also, she's a great person to work with, ask anybody!

Aside from work, May loves listening to fantasy audiobooks and podcasts, nurturing her miniature urban jungle and block printing. Her passion for nonsense and puns is almost as great as her sock collection. She's an avid dinosaur fan, a huge myth & legends geek, and has been known to travel the world searching for a good cuppa coffee. All in all, she's just the kind of person I'd like to work with. [Wouldn't you?](#)



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Sweet Faces

Another project for Leiman Schlussel's Chocketa label of imported candy, rebranded for the Israeli sweet tooth. This time, we were hired to design a package for Sweet Faces, a series of spheroid cereal centers surrounded by various types of excellent chocolate.

According to the brief we got, Sweet Faces are intended mainly for kids, but should appeal to grown-ups too. We were therefore aiming to create a fun, playful package, while avoiding any hint of ridiculousness.

We chose to use bright eye-catching colors and design a bag that smiles at you from the shelf, inviting you to grab it. The package illustrations reflect the shape of the candy, which varies according to its different ingredients. Each type of Sweet Face got a different color and a different sweet critter to represent it.

The result is a series of smiley packets we knowingly wink to every time they catch our eye in the supermarket.



Peanut Butter

Prominent Israeli manufacturer, importer and distributor of confectionery, Leiman Schlüssel, asked us to create a new design for their Chocketa label's peanut butter. We were asked to find a way to showcase the product's high-quality pure ingredients while also characterizing it as fun to eat.

As huge peanut butter enthusiasts, we approached the task ahead with reverence. The colours are bright and cheerful in order to appeal to consumers of all ages. We went for a clean design, creating an illustrated pattern celebrating the product's healthy ingredients, while also appealing to the vast Israeli vegan community. Different types of peanut butter received slight variations in label design and colouring. Never before has a chunky product been approached so smoothly by its creative team.



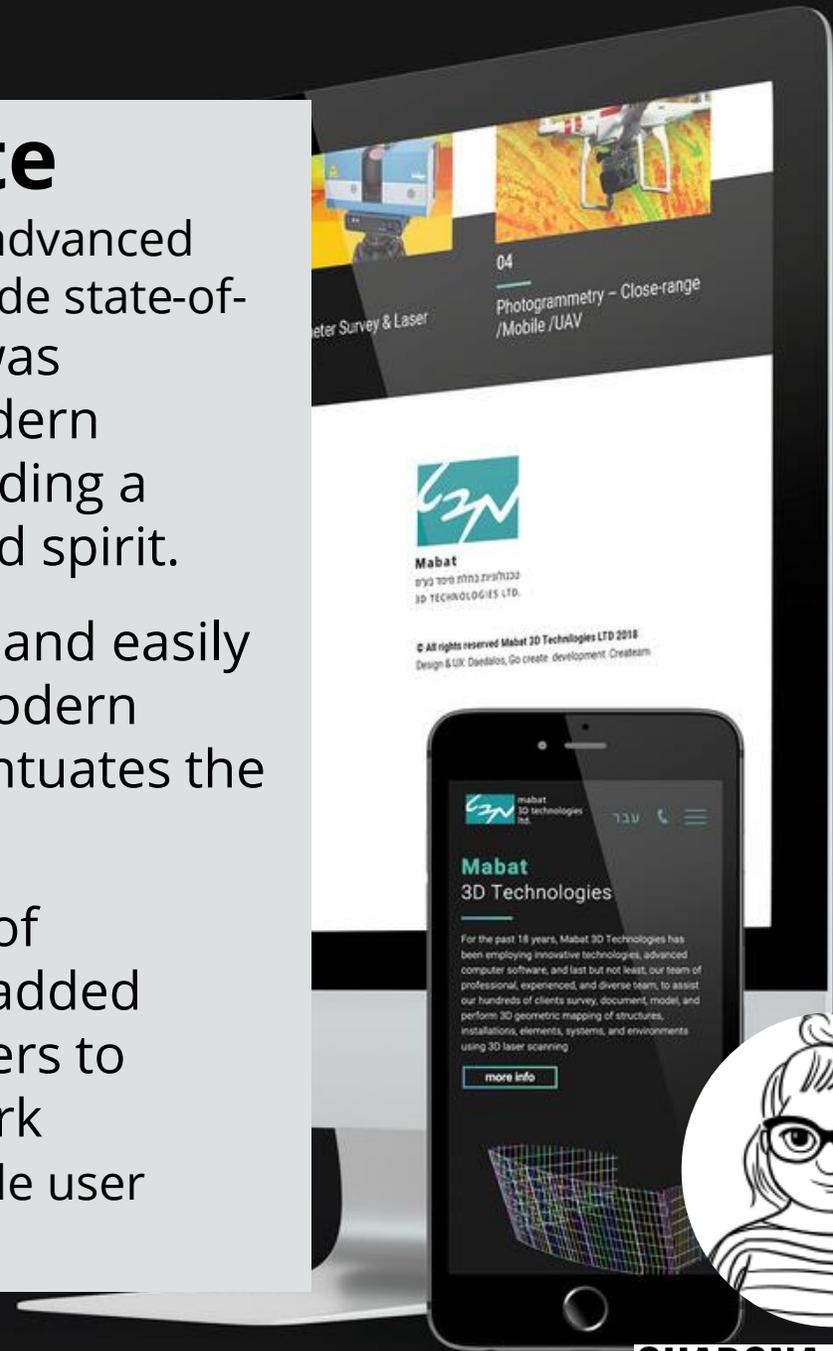
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Mabat 3D Technologies – Website

Mabat 3D Technologies employs innovative technology and advanced software, together with a seasoned team of experts, to provide state-of-the-art 3D geometric mapping services. Their old website was outdated and non-responsive, displaying badly on modern devices. They hired us to bring them up to date by building a cutting-edge website, befitting their innovative field and spirit.

We were focused on creating a website built to exhibit and easily manage an ever-growing portfolio. The sleek, super-modern design features a dark theme that resonates and accentuates the company's 3D scans' aesthetics.

The partially black background, with its moderate use of gradients, is inspired by Mabat's portfolio. To that, we added clean, straightforward navigation, enabling the end-users to browse through the company's impressive body of work effortlessly. We thereby created a modern yet approachable user experience, exactly what the company offers its customers.



Boutique Central – Website design, UX/UI design

Boutique Central is a popular Israeli bakery and bakeshops chain inspired by French pâtisserie, operating in Tel Aviv and Jerusalem.

They hired us to create a new website to replace their outdated non-responsive one. The company needs to frequently update its website with news, events, sales, and other textual and visual content. The layout of the old website made that too complicated.

We designed the new website with regular content updates in mind. The new homepage's main feature is a grid combining image and text tiles with information about the various shops. Each element can occupy one or more tiles, creating a dynamic layout that supports multiple image ratios and enables the client to spotlight a specific piece of content when desired.

The principal element is a prominent, full-width header. It combines a static panel with a moving image carousel, displaying a single hero message alongside rotating appetizing images of perfectly flaky croissants, or creamy millefeuilles, or those tiny caramelized profiteroles with pistachio filling mmm...



Bear in Mind – Branding

Bear in Mind is an Israeli publisher of educational books and board games, whose goal is to inspire the change they want to see in the world. This brother and sister team develops and translates various types of products, for both kids and adults, that playfully promote scientific thinking, gender and social equality, accessibility awareness, social interaction, and strategic planning.

The company was looking to rebrand, following a strategic transition from multiple individually branded products to a single unified identity. Therefore, it was vital to create a distinguished persona that will remain recognizable throughout the diverse product line.

We started with designing an eye-catching logo that appeals to people of all ages. Our design framework includes a bright color palette suitable for diverse applications and materials while still conveying the brand's unity. Whether you're enjoying one of their office offsite activities or reading their book with your toddler, you simply cannot mistake the Bear in Mind experience.

