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RINAT SHERZER

Multidisciplinary Designer & Artist, Social Entrepreneur, Educator & Speaker

ABOUT

Hi, I'm Rinat. A wild dreamer, an avid maker and Earth & human lover. A PhD candidate, biotech engineer, transdisciplinary designer & artist, social entrepreneur and educator tackling complex social issues such as gender inequality, racism and mental health. I have over 15 years of experience crafting experiences, initiatives and ventures at the intersection of science, technology, design, art & social impact. In my work I combine principles from Neuroscience, Speculative & Data Driven Design and Life-Centered-Design to drive a cultural shift towards an equitable and eco-conscious society (see my [TEDx Talk](#)).

ACHIEVEMENTS &
AWARDS

- Selected as one of 8 artists to "[Jaffa Arts Residency](#)" 2024
 - In 2022 appointed Head of Design & Innovation at [Wix Studio](#)
 - In 2021 appointed as Head of the [Design and Innovation Management](#) track for the Masters degree in Bezalel, Israel's leading Art & Design Institute
 - Chosen by the UN to speak in the [UN Women Summit, March 2020 for Women's International Day](#)
 - Chosen '[Top 40 women Keynote Speakers of 2020](#)' by Real Leaders Magazine
 - Gave a [TEDx Talk: The Bloody Taboo With The Power To Change The World](#)
 - Lectured in acclaimed universities such as: Harvard, Columbia University, Cornell, NYU, Parsons and University of Pennsylvania
 - Globally launched Sizmek's (formally MediaMind) flagship product and led the User Experience field. Following that the company was acquired for \$517M.
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ART PROJECTS

- "[What Would The Egg Do?](#)" A VR exhibition curated by Rinat celebrating the [female cycle, in partnership with XReality Center The New School](#)
 - [#wemove](#): Led the strategy for a global peace movement that was broadcasted in the Global Citizens Festival 2017 in Central Park.
 - [Climate Action Superheroes](#) is a global UN kids education program, that came out from a studio course Rinat taught in Parsons
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MEDIA

- TEDx - [The Bloody Taboo With The Power to Change The World](#)
- NYU MakerSpace - [Design Thinking Roundtable](#)
- AIGA - Design Future Now - [Rinat Sherzer on Biomimicry and Gender in Design](#)
- [Women We Create](#)
- [Ynet](#)
- [The Marker](#)
- [Geektime](#)
- [Times of Israel](#)

NOTABLE

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SOCIAL ENTREPRENEURSHIP

Founder <u>Of Course Global</u> 2016 - Present	Of Course Global helps mission-driven organizations solve problems that matter. We build in-depth strategy to create products, services, and experiences for positive social impact. Top clients: Capital One, Pfizer, Malala Fund, Global Citizen, Swiss Global Enterprise
Co-founder, Chief Product Officer <i>fisbo</i> 2014 - 2016	<i>fisbo</i> is the first free real-estate peer-to-peer marketplace for buyers and sellers. The platform's launch in Tel-Aviv had over 5,000 users in the first 3 months.

ACADEMIC TEACHING

- **Parsons** - Global Executive MS-SDM - Integrative Studio 1
- **Parsons** - MFA Textiles - Sensory Design
- **Parsons** - MFA Textiles - Biomimicry
- **Bezalel** - M.Des Industrial Design - Design Leadership for Social Innovation
- **Bezalel** - M.Des Industrial Design - Sensory Design
- **Bezalel** - M.Des Industrial Design - Impact Entrepreneurship Studio
- **Parsons (in partnership with Emylon)** - MSc Luxury Management - New Design Firms
- **College for Creative Studies** - MFA Interaction Design - Immersive Design, Studio IV
- **School of Visual Arts** - MFA, Design for Social Innovation - Mapping for Social Innovation
- **Bard College** - MBA Sustainability - Sustainable Design
- **Columbia University, Cornell University, Universidad San Francisco de Quito** - Social Innovation Workshops
- **Harvard, Brown University, Rhode Island School of Design, University of Pennsylvania, NYU, Cooper Union, Cornell-Tech** - Guest Lecturer

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PRODUCT OWNERSHIP

Head of Design & Innovation

Wix Studio, Wix

2022 - Present

Director of Product Marketing

HIRO-Media

2011 - 2013

Led the company's product efforts, from strategic planning and market analysis to product launch.

Product Specialist

Sizmek

2007 - 2011

Globally launched the company's flagship product, training 65 offices around the world. Following the extraordinary success of the product was the company's IPO to NASDAQ, which resulted in being acquired by DG for \$517M.

EDUCATION

PhD Candidate in Design

RMIT

Melbourne, Australia

MFA - Design for Social Innovation

School of Visual Arts NY, USA

Class of 2016

BSc - Biotechnology Engineering

Ben Gurion University, Israel

Class of 2006

CONTACT

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27 November 2019

Dear Ms Sherzer,

On behalf of the Unstereotype Alliance and UN Women, I would like to invite you as a speaker at the Unstereotype Alliance Annual Global Member Summit, taking place on **5-6 March 2020 at the United Nations Headquarters in New York City**.

The 2-day Annual Global Member Summit, now its 3rd edition, is an invitation-only event hosted by the Under-Secretary-General of the United Nations and Executive Director of UN Women, Phumzile Mlambo-Ngcuka. It brings together industry leaders from marketing, advertising, human resources, and diversity & inclusion sectors, who share a common goal towards achieving gender equality, women's empowerment and a commitment for an unstereotyped world. We expect an attendance of about 200 people ranging from C-Suite level executives to senior level professionals from different countries around the world.

Having watched your TED talk - "The Bloody Taboo with the Power to Change the World" and also having read your work on developing solutions that drive positive impact in business, I believe your contribution will be of tremendous value to the discussion about the elimination of harmful stereotypes for a fairer and more equal world.

All sessions will be filmed, and an edit will be shown on our website and other social media channels. [Here](#) is the link to the highlights video of this year's Summit. We will share greater detail as the other program speakers are confirmed.

Kindly let us know by 11 December 2019 whether you would be interested in speaking. You can confirm your participation to Adema Sangale, Global Coordinator of the Unstereotype Alliance, at adema.sangale@unwomen.org cc: unstereotypealliance@unwomen.org.

Yours sincerely,



Daniel Seymour
Director
Strategic Partnerships

Mr. Rinat Sherzer
Founder
Of Course Global
New York

