

Experience

Senior Motion Design Lead

Firma – Israel’s leading branding agency / 2025 - Present

- Directed motion projects for Israel’s largest brands like Kan, Ayalon & Source
- Delivered billboard-scale campaigns, TV spots, and social animations
- Built brand motion assets, Lottie UI systems, and client presentation animations
- Developed internal tools and workflows that increased output and raised quality
- Increased overall output by over 200% since joining

Motion Design Lead

Major Israeli News Channel (300K+ daily viewers) / 2022 - 2025

- Head of motion team responsible for live broadcasts and social channels
- Created full visual identity packages – studio graphics, promos, templates
- Implemented automation across divisions increasing output by over 12x

Freelance Motion Designer & VFX Artist / 2022 - Present

- Delivered animations for CheckPoint, Kissterra, Radisson and more
- Produced billboard, TV, web, and social campaigns for over 20 global clients
- Handled VFX and compositing for feature films and prime-time TV (Tedy, Alon Newman)

Tools

After Effects	Cinema 4D	Illustrator	Premiere Pro
Lottie	Redshift	Figma	Photoshop
Expressions, JS	Arnold	Unity / C#	Generative AI

Languages: Hebrew - Native • English - Fluent • Japanese - Basic (N5)