

Experience

Motion Design Lead

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

- Directed motion projects for global and local brands including Coca Cola, Allot, Kan, Cellcom, Bits of gold and many more.
- Worked on brand motion identities, from web micro-animations to billboard campaigns.
- Built motion assets, Lottie UI systems, and client presentation animations.
- Developed internal tools & workflows (with and without AI) across divisions to increase productivity and output quality.

Motion Design Lead

News Channel (500K+ 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, GroundCover, WalkMe, and many more.
- Produced web animations and motion campaigns for over 30 global clients.
- Handled VFX and compositing for feature films and prime-time TV.

Tools

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