



## PROFESSIONAL SUMMARY

Top performing **Creative & Art Director** offering 16+ years of experience leading creative teams in the development and production of video, animation, design, illustration, and identity projects, for internationally renowned clients as well as a leader in the digital graphics field. Recognized throughout his career for possessing a meticulous eye for detail, a knack for storytelling, and a proven history of tailoring approach to meet the specific needs of target audiences as well as track record of leading all aspects of creative development – from initial ideation and strategic planning through to delivery and evaluation.

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|---------------------------|---|---|--|
| <b>AREAS OF EXPERTISE</b> | <input type="checkbox"/> Creative & Art Direction     | <input type="checkbox"/> Performance & Progress Tracking          | <input type="checkbox"/> Multitasking & Prioritization   |
|                           | <input type="checkbox"/> Video & Animation Production | <input type="checkbox"/> Team Management, Training, & Development | <input type="checkbox"/> Contract Administration         |
|                           | <input type="checkbox"/> Storytelling & Illustration  | <input type="checkbox"/> Strategic Planning & Execution           | <input type="checkbox"/> Client & Vendor Relationships   |
|                           | <input type="checkbox"/> Graphic & Identity Design    | <input type="checkbox"/> Project & Budget Management              | <input type="checkbox"/> Public Speaking & Presentations |

## PROFESSIONAL EXPERIENCE

- Creative Director | Dubin Research & Consulting – NYC** **February 2020 – June 2024**
- Manage the firm’s design studio, overseeing and professionally mentoring 11 designers and illustrators
  - Transform complex legal concepts into high-end visual demonstratives
  - Creatively and artistically guide and direct design, marketing, and animation projects in the studio
  - Serve as senior management in the firm – influencing workflow, budgeting, and project management
- Key Achievements:
- Streamlined internal and external studio workflow, communication protocols and project timelines, including inter legal-creative team delivery
  - Improved and raised the artistic and design levels of the studio’s work product
  - Introduced new platforms, technologies, and artistic abilities firm wide
  - Contributed to the success and wins of large nation-wide cases such as: *Dominion v. Fox News, Sean Rad v. Match, In re NFL Sunday Ticket Antitrust Litigation, Casa Tradicion S.A. de C.V. v. Casa Azul Spirits, LLC, U.S. v. Khoury*
- Creative, Art, Animation & Video Director | Oded Naaman – NYC, Tel Aviv and Toronto** **September 2009 – February 2020**
- Developed various creative projects for public and private clients including promotional videos, animations, commercials, web sites, banner ads, visual identities, integrated marketing campaigns, and printed materials
  - Built and nurtured working relationships with clients to identify needs, update on progress, and address concerns
  - Managed project teams with up to 5 stakeholders in the creative planning, development, and delivery of projects
  - Performed the animation, editing, and design for projects according to the brand standards and specifications
  - Oversaw the project scripting, copywriting, storyboards, art direction, animation, post-production, and delivery
  - Administered project budgets, defined roadmaps, monitored team progress, and ensured all milestones were met
  - Contracted and led creative teams for animation, design, voice, sound, photography, and production services
- Key Achievements:
- Produced a 5-minute animated instructional video for The New York Office of Emergency Management that was so well received that 4 more videos were commissioned and completed with a total budget exceeding \$100,000
  - Earned glowing feedback from the Acme Smoked Fish Company and its clients for contributing to the successful rebranding of their celebrated business by creating a animation film to showcase their new branding and history.
  - Singlehandedly completed 3 animation projects for True Value Hardware within strict client deadlines that were showcased on their official website and at True Value Hardware retail locations across the US
  - Served as the Art Director for all creative projects completed between 2009 and 2017 for the Columbia Business School Center of Global Brand Leadership including the brand marketing for their annual BRITE Conference
  - Developed motion graphics and visual effects for The US Council on Foreign Relations
  - **Notable clients:** *The New York Office of Emergency Management, True Value Hardware, Council on Foreign Relations, Columbia Business School, Intel, SHUFFLE Concert*
- Creative Director | Viewpoint IL – Tel Aviv, Israel** **June 2018 – August 2018**
- Directed 3 employees in the planning and execution of architectural visualization project for high-profile clients
  - Produced, directed, edited, and delivered various live video and animated content that showcased architectural designs
  - Administered the day-to-day activities of the video department and managed up to 15 client projects at a time
  - Led all aspects of the creative cycle including ideation, scripting, storyboarding, art direction, and post-production
  - Developed the project scope, budgets, and timelines and tracked team performance to ensure goals were achieved
  - Accountable for the employee hiring, training, development, and performance evaluation and management
- Key Achievements:
- Collaborated with a national celebrity to produce a visualization project worth over \$150,000 for a renowned luxury apartment building in Tel Aviv that featured extensive use of green screens and complex visual effects

**PROFESSIONAL  
EXPERIENCE**  
*cont'd*

- Creative, Animation & Video Director (Contract) | VideoHead Ltd. – Tel Aviv, Israel** **October 2016 – May 2017**
- Supervised freelance teams in the creation of video and animation projects for commercial and non-profit clients in a wide variety of sectors including retail, start-ups, defense industry, gaming, high-tech, and entertainment
  - Managed the full creative development and delivery of up to 15 concurrent projects from script to screen
  - Sourced external creative professionals, and evaluated their project contributions
- Key Achievements:
- Completed 3 popular social media videos for a national telecom company to introduce the new Samsung phones
  - Directed multiple video and animation projects for Intel that were used for internal purposes
- Animator & Animation Director | Pil Animation Ltd. – Tel Aviv, Israel** **July 2007 – July 2009**
- Executed animation projects for various global broadcast and digital channels at the full-service animation studio
  - Led a 3-member team during projects and liaised with clients and broadcast partners to gain approvals
- Key Achievements:
- Directed episodes for the 2<sup>nd</sup> season for the wildly popular children's show *Draco* that has aired since 2007
  - Managed 2 Designers as the Lead Animator and project manager of the international TV show *Paint Me a Story*
  - Served as the lead layout artist and animator on the straight to DVD animated film *Pitz's Juice*
- Animator & Animation Director | Smartoonz Animation Ltd. – Tel Aviv, Israel** **December 2006 – July 2007**
- Created and directed animation for children's TV shows for an animation studio specializing in pre-school viewers
  - Worked closely with Directors and Animation Designers to conceptualize each episode and associated animation
- Key Achievements:
- Acted as the Lead Animator for 7 episodes during the 2nd season of the children's television show *Little Fables*
- Special Assistant to VP of Marketing | Spiritus Trading Ltd. – Rosh Ha'ain, Israel** **2005 to 2007**

**EDUCATION**

- Master of Fine Arts in Film | Columbia University – NYC, NY** **2013**
- Graduated with Honors
- Bachelor of Fine Arts, Animation | Bezalel Academy of Arts & Design – Jerusalem, Israel** **2007**

**TEACHING  
EXPERIENCE  
& VOLUNTEER**

- Assistant Professor | CUNY, Hostos Community College – NYC, NY** **Sept 2015 to Aug 2016**
- Taught 5 different courses in the Digital Design Program related to design, animation, and video production
  - Developed Curriculum, Advised Students and served as part of the program steering committee
- Adjunct Professor | Marymount Manhattan College – NYC, NY** **Feb 2015 to Dec 2015**
- Instructed a Digital Animation class on the fundamentals of animation, storyboarding, and design
- Animation Instructor | Igal Alon High School for Arts & Sciences – Israel** **Sept 2007 to July 2009**
- Presented animation classes to up to 40 students and mentored groups during their senior year film projects
- Co-Founder & Producer | ANIMIX: Israeli Animation, Comics & Caricature Festival – Tel Aviv, Israel** **2001 to Present**
- Co-founded the annual 4-day animation festival that features animation screenings, workshops, and artist booths
- Key Achievements:
- Successfully grew the festival attendance year-over-year with up to 10,000 annual guests from all over the world
- Volunteer Artist | The Inkwell Foundation – NYC, NY** **Oct 2009 to August 2016**
- Volunteer artist at a non-profit that sends cartoonists and animator to draw with hospitalized children

**TECHNICAL  
SKILLS**

**Adobe Creative Suite** (Photoshop, Premiere, After Effects, Animate\Flash, Illustrator & InDesign) | **HTML | CSS**  
**Final Cut Pro | Final Draft | Microsoft Office Suite** (PowerPoint, Word, Excel) | **Animation** (Flash, hand-drawn, stop-motion) |  
**Filmmaking** (directing, writing, shooting, video editing) | **Illustration | Graphic Design | Web Design**

**GENERAL  
INFORMATION**

**Professional Languages:** English | Hebrew  
**Citizenships:** USA | Israel