



Experience

07-10	Goldman Sachs UX Consultant New York NY	<ul style="list-style-type: none"> • Branding, visual design, interaction design for Goldman's suite of research, trading, sales, and analytics applications and client facing portal • High Fidelity screen designs and production of design and interaction guides for web and desktop applications across the firm
05-07	Roundarch UX Consultant New York NY	<ul style="list-style-type: none"> • citigroup corporate and investment banking, and related web applications • High fidelity screen design and style guides
05-10	Freelance Art Director New York NY	<p>Projects:</p> <ul style="list-style-type: none"> • Barnes & Nobles, search and search results • Tide, Swash, web design • Excelsior Firm, Identity and web site • Xtify, identity and web site • Infionic, identity and web site • Meet Moi, mobile application • Adventures in Blood, book cover • Elinmusic.com • Elin, I love New York, Music Video • Intel + Vista, on-line marketing campaign • NYC DOC, digital branding and applications design
06	Agency.com Art Director New York NY	<p>Projects include immersive on-line marketing and experiential web development for Long and Foster, Etrade and the Discovery Network.</p> <p>www.agency.com</p>
05	eMusic Art Director New York NY	<p>Design for the marketing and product teams. Web layout and design, banners design and animation, print ads and direct marketing campaigns.</p> <p>www.emusic.com</p>
05	Solutions Visual Designer New York NY	<p>User-centric web applications design for the pharmaceutical industry, mainly for Pfizer. Role in some projects included information architecture as well as page layout and interface design.</p> <p>www.solutionsny.com</p>
04	Deep-Focus Designer/Animator Brooklyn NY	<p>Design and animation for on-line campaigns and web sites for clients like MGM, Miramax, HBO, Think-Films and Interscope records.</p> <p>www.deep-focus.net</p>
02-04	Connect Marketing and Entertainment Group Creative Director New York NY	<ul style="list-style-type: none"> • In Charge of conception and creation of all marketing material for Connect Marketing & Entertainment Group & It's affiliated companies, Social Circles, Urban Outings & MergeNation including all branding aspects, online and offline. • The ad campaign for Social Circles won recognition in an upcoming advertising book.



Experience Cont.

99-01 **Mantis Design Lead**
Tel Aviv
Israel

- Web design , new media products, broadcast design, GUI, identity and print work for leading Israeli & international companies. Among them: Volkswagen, Audi, Orange, Amdocs, Intel & Keshet-TV.
- Management of multiple projects simultaneously heading teams of up to six designers and developers.
- Cultivating integrity of high quality design & methodologies and mentoring junior staff.
- Heading the design of "BIP", youth web/TV channel

<http://www.mantis.co.il>

98-99 **Goldfish Interactive Senior designer**
Herzeliya
Israel

- Multimedia presentations, and web design for leading Israeli Hi Tech & Industry companies.
- Management of multiple projects
- Introduction of design team to Adobe After Effect & it's applications in multimedia design.
- Heading a multimedia presentation of air borne intelligence systems.

95-97 **Atar Partner**
Tel Aviv
Israel

Web design and maintenance for Israeli based businesses.

Introduction of user-centric oriented approach to web design projects first as designer & later as full partner.

Education

09 **Advanced Drawing** The New School, New York

08 **Etching** SVA, New York

99 **Classic Animation** Center of Cinematography, Tel Aviv

95-98 **Graphic Design** Ascola, school of visual arts, Tel Aviv

Software

Photoshop
Illustrator
Flash
After Effects
Imageready
Premiere
Final Cut Pro
Dreamweaver (html, CSS)
Sound editing software
In Design
Freehand
Visio Pre Press experience
Office Experience in mac OS & windows environments

Awards

1st prize for Elite, Israel's premier coffee brand anniversary label design competition