



Experience

07-08	Consultant Goldman Sachs New York NY	Branding, interaction design, information architecture and visual design for Goldman 360, Goldman's Institutional Clients portal and related applications. Objective: Creating a shared, personalized, branded, rich and unified experience for clients and sales.
06-08	Creative Director, Designer Freelance New York NY	A Small World Public site redesign Xtify Branding, company web site Infonic Branding, company site and application design Tide Swash web site design citigroup corporate and investment banking portal and related applications Barnes & Nobles search and search results Elinmusic.com Elin's web site and Music Video Intel + Vista on-line marketing campaign NYC DOC digital branding and applications visual design
06	Art Director Agency.com New York NY	Projects include immersive on-line marketing and experiential web development for Long and Foster, Etrade and the Discovery Network. www.agency.com
05	Sr. Designer eMusic New York NY	Design for the marketing and product teams. Web layout and design, banners design and animation, print ads and direct marketing campaigns. www.emusic.com
05	Visual Designer Solutions New York NY	User-centric web applications design for the pharmaceutical industry, mainly for Pfizer. Some projects included information architecture as well as page layout and interface design. www.solutionsny.com
04	Designer/Animator Deep-Focus Brooklyn NY	Design and animation for on-line campaigns and web sites for clients like MGM, Miramax, HBO, Think-Films and Interscope records. www.deep-focus.net
02-04	Creative Director Connect Marketing and Entertainment Group New York NY	In Charge of conception and creation of all marketing material and web presence for Connect Marketing & Entertainment Group & It's affiliated companies, Social Circles, Urban Outings & MergeNation including all branding aspects, online and offline. The ad campaign won recognition in an upcoming advertising book.
99-01	Senior designer Mantis 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 with direct responsibility to the client. Establishing integrity of high quality design & methodologies and mentoring junior staff. http://www.mantis.co.il



Experience Cont.

98-99 **Senior designer** Design of multimedia presentations, new media products & web sites for Israeli Hi Tech & Industry companies.
Goldfish Interactive
 Herzelia
 Israel

Management of multiple projects with responsibility to client, senior management & marketing teams.

Introduction to design team of Adobe After Effect & it's applications in multimedia design.

Heading a rich multimedia presentation of air borne intelligence systems to the Chinese government.

95-97 **Partner** Web site creation and maintenance for Israeli based businesses.
Atar Multimedia
 Tel Aviv
 Israel

Introduction of user-centric oriented approach to web design projects
 Project management and design

Education

2008 Etching SVA, NY

99 Classic Animation Center of Cinematography, Tel Aviv

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

Software

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

Awards

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