ANAT COHEN SHANY

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EDUCATION

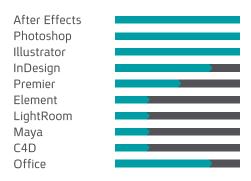**UX planning and design** | Tal Florentin, John Bryce academy, 2019

B. Des. degree in Design (Visual Communication) specialization in motion graphics | Shenkar college, 2005-2009

Photography studies | ZILUM BAAM school, 2014

Industrial and graphic design, preparatory studies | Studio 6B, 2003-2004

Negotiation management course | 2003

high school studies | Blich, 1998-2001

SOFTWARE

- After Effects
- Photoshop
- Illustrator
- InDesign
- Premier
- Element
- LightRoom
- Maya
- C4D
- Office

LANGUAGES

Hebrew — Native
English — Very good

PROFILE

Creative Manager, Motion Designer and Team Leader.
Highly experienced in managing professionals and leading projects. Highly skilled in planning, designing and producing advertisement and promotional videos. Vast experience in planning and designing unique interactive applications and photo editing. Experienced in leading design projects, from understanding client needs, through building the strategy and concept until delivering the final product. Designed presentations and marketing content. I have a great passion for aesthetics, I'm an innovative and creative thinker with a user-centric approach. I love to come up with new ideas, surprise and affect others. I love to learn new software, techniques and technologies.

EXPERIENCE

CREATIVE MANAGER | CREATIVE LABS 2018-2021

Managing the company's creative processes. Understanding a client's needs to build a suitable strategy, concept, visual language and technological solution. Guiding Animators, designers and developers in applying the creative agreed and approved by the customer. Writing, designing and presenting concept presentation to clients.
I have worked on conceptual processes of companies, visitor centres and exhibitions. One of the major project I worked on was Intel's new smart building. I built the concept for several interactive platforms in the building: a front screen that interacts with the street, a large interactive screen in Intel's main lobby and unique transparent screens throughout the building.

ANIMATION, DESIGN & UX/UI STUDIO MANAGER AND SENIOR DESIGNER | VISUALED 2013-2018

Professional and administrative management of a team of designers. Managing and leading complex projects that require analysing client needs and fitting them to the various technologies which the company offers, while maintaining frequent contact with the customer. Leading the studio in building the concept and visual language in projects. Guiding UX\UI designers, animators and developers according to the technical specs of interactive applications. Monitoring the studio's work, which involves design and production of advertisements, promotion and instructional videos for billboards, LED\LCD screens with various, non standart resolutions, and creating unique interactive applications such as touch walls, tables and totems.
As part of my work I managed the smart branches project of "Poalim Digital". The studio was in charge of building the concept for the various applications for the bank's branches and creating the marketing, atmosphere and interactive content.

DESIGNER AND ANIMATOR | VISUALED 2009-2013

Designing and producing advertisement and promotion video with Adobe After Effects, Photoshop and Illustrator. Photo editing, designing and editing printed marketing content for the company. Creating illustrations and video simulations for potential clients. Working with a team of Designers and Animators and working directly with clients.