

# YARDEN LAVI BAR

Motion Graphic Designer | Graphic Designer

Portfolio: [yardenus18.wixsite.com/motiongraphic](http://yardenus18.wixsite.com/motiongraphic)

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Mid-level Motion Graphic and Graphic Designer with experience in leading advertising agencies. Specialized in motion graphics, visual storytelling, and cross-platform design for digital, TV, and large-scale media. Highly collaborative, detail-oriented, and experienced in delivering creative solutions for high-profile brands.

## EDUCATION

The Open University

**2015-2020**

- B.A. in Humanities

Avni Institute Tel Aviv

**2014-2018**

- Practical Engineer Media. Design Interactive media design, UX UI, Web and Application Design, illustration, photography, Motion Graphics and Video Editing.

## DESIGN SOFTWARES

- After Effects, Photoshop, Illustrator, Premiere Pro, InDesign, Animate, PowerPoint.

## AI TOOLS

- Midjourney (basic).
- Runway (basic).

## LANGUAGES

- Hebrew (native).
- English (Upper-Intermediate).

## MILITARY SERVICE

Air Force IAF

**2008-2010**

- Non-commissioned officer in the air force.
- Edited video content for internal squadron use.
- Completed a course for instructional methods.

## EXPERIENCE

Glickman Shamir Samsonov | Publicis

(one of the largest advertising agencies in Israel)

**Graphic and Motion Designer**

**2021-2025**

- Designed and animated motion content for high-profile clients (e.g. Clalit, Shufersal, Israel Post).
- Created motion graphics for digital, TV, outdoor, and large-scale screens.
- Developed storyboards, animations, and multi-format adaptations.
- Animated and edited video content for marketing and presentations.
- Prepared prepress and print-ready files for ads, roll-ups, and billboards.

Tadbik (packaging solutions)

**Graphic Designer**

**2019-2020**

- Designed print and marketing materials for brands such as Disney's Frozen 2 and Ninja Warrior Israel.
- Created social media posts and illustrations, including flat-style characters.
- Designed professional presentations for internal and client-facing use.
- Produced high-quality product visuals combining custom mockups and photography.

BandPad

**Illustrator**

**2018**

- Designed educational music booklets for primary school students, combining layout design and illustration.
- Illustrated musical instruments.