

YARDEN LAVI BAR

Motion Graphic Designer | Graphic Designer

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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.