

My objective is to keep developing my career in the fields of UI design and online marketing and advertising

## Summary of Skills, Tools and capabilities

- Proven capabilities as a senior **creative director**.
- **UI expert**, well experienced with specifying, developing and designing user interfaces for websites and applications.
- **Web developer and designer**, seasoned with standard compliant XHTML, high end CSS with Javascript and PHP knowledge.
- Graphic design with **Photoshop**, Illustrator and Flash. Saavy with designing for web, print and photographic retouching.
- An experienced, **web savvy** person with excellent understanding of current online trends (aka **WEB 2.0**).
- Proficiency with creating and **optimizing** search engine friendly websites (**SEO**).
- Online advertising and performance-based marketing with search engines (**SEM**) and affiliate networks.
- Languages: **English** and Hebrew, excellent skills in writing and talking.
- Familiarity with both Windows and **Mac** desktop environments.

## Professional experience

### 2006 – 2007 **Art Director for AdsMarket.com**

AdsMarket.com is a global leader of performance advertising solutions, operating in 40 different geographies with annual revenues of ~\$50M. As part of my position in AdsMarket, I was the focal point for all art related projects and was responsible for the following:

- Overseeing the wide array of design tasks in the company.
- Economically managing the company's design budget while maintaining a high professional standard and meeting deadlines.
- Cooperating with both the marketing team and the development team.
- Coordinating the work of programmers and designers (both in house and freelance).
- Designing corporate identity, producing conventions and advertising material.

### 2005 – 2006 **UI Architect for Cubeeffect**

Cubeeffect was a technology innovator of online advertising platforms with a focus in the online affiliate networking industry. I joined as one of the founding core team members and was responsible for the following:

- Planning, developing, testing and improving the user's experience of a vast web based application in the field of online advertising.
- Working as a part of the development team along with programmers, designers, product managers and technical writers.
- Creating an easy and intuitive user experience, powered by robust standard compliant code with flexible design capabilities.

### 2004 – 2005 **Web Designer / Developer for Cyhawk Media**

Cyhawk Media is an online advertising agency that specializes in online gambling. As a web designer, at first freelance than in house, my work included:

- Graphic design and web development for E-commerce sites for the american market.
- Improving the code and revamping the design of existing company products.
- Extensive creative work for creating ads and campaigns.
- Working along side with programmers and marketing personel to constantly improve the performance of the company's products.

### 2000 – 2003 **IDF - Project manager**

- Designing, developing and deploying websites (both WWW or internal) for the Israeli Defense Force. Managing web projects as a non-comissioned officer.
- Advising high ranking officials on web related subjects.
- Designing, Improving and translating presentations and other texts.