

Tair Efrati

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Profile

Seeking a challenging position in a dynamic company where I can utilize my expertise as a Head of Design to drive innovation and creativity. With a proven track record of leading successful design projects and teams, I am dedicated to delivering high-quality results that exceed expectations. Ready to bring my passion for design to a new opportunity.

Work Experience

2021 – PRESENT

Head of design and Art Director PRPL

- Led a team of designers in developing innovative design concepts and strategies for multiple projects, resulting in a 20% increase in client satisfaction ratings.
- Collaborated with cross-functional teams to ensure brand consistency across all marketing materials, resulting in a 15% increase in brand recognition.
- Managed the entire design process from concept to completion, including overseeing production and final delivery, resulting in a 10% decrease in project timelines.
- Implemented new design tools and technologies to streamline workflow processes, resulting in a 25% increase in team productivity.

2022 – 2024

Animation Lecturer The Max Stern Yezreel Valley College

- Developed and delivered engaging and informative lectures on animation principles, techniques, and software tools to students of varying skill levels.
- Provided personalized feedback and guidance to students on their projects, fostering a creative and supportive learning environment that encouraged experimentation and growth.
- Designed and implemented curriculum materials, assignments, and assessments that effectively assessed students' mastery of animation concepts and skills.

2020 – PRESENT

Freelance designer

- Designed and developed custom branding materials for a diverse range of clients, resulting in increased brand recognition and customer engagement.
- Collaborated with clients to understand their vision and deliver creative solutions that met their unique needs and objectives.
- Managed multiple projects simultaneously, ensuring timely delivery of high-quality design work while meeting strict deadlines.
- Utilized industry-leading software to create visually stunning

Work Experience

graphics, Motion, and layouts that exceeded client expectations and drove positive results.

Clients: eToro, Puma Design & Animation, Globaldot, we advertising, Cracker TLV, appalgo, iocea, AVIS and more.

2020 – 2021

Graphic and motion Designer B-WAY DIGITAL

2019 – 2019

Graphic / web designer Rancom Creative

2018 – 2019

Graphic / web designer Statos

Skills

Creative Problem-solving
Strong Leadership
Proficient in Adobe Suite
Storyboarding and Design techniques
Time management

Strengths

Creative, Innovative, Leadership

Strategic thinker, Visionary, Team player

Strong communicator, Organized, Problem solver

Trend-savvy, Technical skills, Artistic eye

Project management, Deadline-driven, Experienced

Collaborative, Detail-oriented, Versatile

Education

2015 – 2019

Design and Visual Communications | Bachelor's degree The Max Stern Yezreel Valley College