

Tair Efrati Rabinovich

Art Director & Senior Brand and Motion Designer

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PROFILE

Art Director and Senior Designer with 7+ years of experience in branding, marketing design, and motion graphics across full-service agencies and global freelance clients. Proven team leader (3 direct reports) with hands-on experience leading cross-functional projects from brief to launch. Known for creative precision, deadline ownership, and results that translate into real business impact. Also an early adopter of AI-powered image and video generation, with work that has aired on TV, appeared in feature films, and run on national billboard campaigns.

CORE SKILLS & TOOLS

Design Tools: Adobe Illustrator, Photoshop, InDesign, After Effects, Figma, Lottie

Specializations: Brand Identity, Motion Graphics, Marketing Design, Art Direction, AI Image & Video Generation, Social Media Content Creation, Social Media & Campaign Strategy

WORK EXPERIENCE

Head of Design & Art Director | **PRPL Advertising Agency** 2021 – 2026

- Led a team of 3 designers while managing external vendors and freelancers.
- Art directed 360° campaigns across social, TV, outdoor, and digital - from brief to final delivery.
- Collaborated cross-functionally with copywriters, content creators, and social media managers to ensure brand coherence.
- Oversaw brand identity projects, motion graphics, and video production for clients across retail, finance, media, and entertainment.
- Implemented AI-powered production tools (image and video generation) - results aired on TV, feature films, and national billboard campaigns.

Freelance Designer | **Independent** 2020 – 2026

Clients include: eToro · Puma · Kan 11 · Keshet 12 · AVIS · United King Films · BDO · WE Advertising · Globaldot · Cracker TLV · Telad · Lime Digital · Digibird · Appalgo · Iocsa

- Delivered brand, motion, and marketing design for leading local and global brands.
- Managed multiple high-deadline projects simultaneously across branding, social, and video.

Animation Lecturer | **Max Stern Yezreel Valley College** 2022 – 2024

- Taught animation principles and professional tools to undergraduate design students.
- Designed curriculum, assessments, and provided mentorship to foster creativity and growth.

Graphic & Motion Designer | **B-WAY Digital** 2020 – 2021

- Created motion graphics and visual content for digital campaigns.

Graphic & Web Designer | **Rancom Creative / Statos** 2018 – 2019

EDUCATION

B.A. Design and Visual Communications | **Max Stern Yezreel Valley College** 2015 – 2019

Digital Marketing Program | **Google & Reichman Tech School** 2025