Yoram Ohebsion

New York • iamyoram.com • linkedin.com/in/yoramo
yoram.ohebsion@gmail.com

Senior Digital and Motion Designer

As a Senior Digital and Motion Designer, I have honed my skills in creating designs across multiple mediums such as Animated HTML Banners, Social Media, and Out of Home (OOH) ads. In just 3 years, I was able to reduce production time for creating resized content by 50%, demonstrating my ability to optimize workflows and deliver projects on time and within budget. Additionally, I have played a key role in mentoring and training new team members on best practices and workflow, resulting in increased efficiency and productivity within the team. I have worked with brands such as Google, Nissan, ETrade, Samsung, State Farm, AT&T, JetBlue, MetLife, Bacardi; among others.

WORK EXPERIENCE

Consulting • New York • Part-time

Motion Designer & Web Developer • 06/2023 - Present

- Collaborating with advertising and creative agencies to design and implement animations tailored for social media and out-of-home advertising.
- Crafting or enhancing the online presence of small to mid-sized businesses through website development.

MullenLowe U.S. • New York, New York

Senior Motion Designer • 09/2018 - 05/2023

- Delivered 2,000+ Animated HTML banners, social media, and Out of Home (OOH) video ads for major brands such as Google, ETrade, jetBlue, UN, Edgewell, ecobee, Knorr, Banner Health, and Hidden Valley Ranch; among others.
- Achieved significant time and cost savings by implementing code and automation in the animation process for HTML banners, replacing the traditional graphical user interface (GUI) approach.
- Contributed to improved project organization, streamlined processes, and enhanced overall productivity by collaborating with producers in establishing clear and comprehensive project timelines.
- Skills: Adobe Photoshop, Animate, & After Effects, & Illustrator > CSS > Gulp > Greensock Animation Platform (GSAP) > HTML > JavaScript > Lottie.js > npm

eg+ worldwide • Greater New York City Area

Senior Motion Designer • 01/2016 - 09/2018

- Created 3,000+ Animated HTML banners, Social Media, and Out of Home (OOH) ads for major brands including Samsung, Nissan, State Farm, Bacardi, MetLife, SAP, Merck, AT&T, Nissan, and TD Bank; among others.
- Reduced production time by half for animating resized digital ads by implementing efficient development techniques resulting in cost savings.
- Increased efficiency and productivity within the team by training new team members on workflow and best practices.

- Successfully developed HTML email campaigns for multiple brands, surpassing clients' expectations by delivering exceptional response rates.
- Skills: Adobe Photoshop, Animate, After Effects, & Illustrator > CSS > Gulp > Greensock Animation Platform (GSAP) > HTML > JavaScript > npm > WordPress

DDB • New York, New York, United States
Motion Designer • 02/2012 - 12/2015

- Animated 1500+ dynamic Flash and video animations for digital, web, and OOH ads, enhancing brand recognition and engagement with target audiences.
- Produced print materials and ads, meeting project requirements and ensuring high-quality output.
- Performed light retouching on images, enhancing their overall quality while maintaining their natural appearance.
- Skills: Adobe Photoshop, Flash/Animate, Illustrator, & InDesign > CSS > Greensock Animation Platform (GSAP) > HTML

EDUCATION

Self-Expression & Leadership Program

Landmark Worldwide • New York • 03/2015 - 12/2015

AAS in Computer Programming

Bramson ORT College • 08/2009 - 07/2011

Arts and Science program

Queens College • 09/2007 - 05/2009

SKILLS

Adobe Creative Suite (Phtoshop / Illustrator / After Effects), CSS, Digital Design, Git, Greensock Animation Platform (GSAP), Gulp, HTML, HTML Animation, HTML Banners, Javascript, Lottie, Node.js, WordPress