

# Yoram Ohebsion

## Digital and Motion Designer

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As a visual and motion designer, I specialize in crafting digital designs across a variety of mediums. My expertise lies in designing, streamlining production processes, and optimizing workflows. Driven by a passion for creativity and an innate curiosity to learn and solve complex challenges, I am always seeking new ways to innovate. Throughout my career, I have had the privilege of working with leading brands such as Google, Nissan, Samsung, State Farm, AT&T, JetBlue, and Bacardi, among others.

### Work Experience

## Consulting

New York • 05/2023 - Present

### Design & Development Consultant

- Collaborating with advertising and creative agencies to design and implement animations tailored for social media and out-of-home advertising.
- Website design and development for small to mid-sized businesses.

## MullenLowe U.S.

New York, New York • 09/2018 - 04/2023

### Creative Technologist

Full-time

- Designed over 175+ digital campaign ads for such brands as Google, ETrade, jetBlue, Edgewell, ecobee, Knorr, Banner Health, and Hidden Valley Ranch; among others.
- Achieved significant time and cost savings by implementing automation in the animation process and 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

### Skills

- Adobe Creative Suite (Photoshop / Illustrator / After Effects / Premier)
- CSS
- Digital Design
- Git
- Greensock Animation Platform (GSAP)
- Gulp
- HTML
- HTML Animation
- HTML Banners
- Javascript
- Litmus
- Lottie
- Node.js
- WordPress
- Baseball
- Cooking
- Photography

### Education

#### AAS in Computer Programming

Bramson ORT College

#### Arts and Science program

Queens College

# eg+ worldwide

Greater New York City Area • 01/2016 - 09/2018

## Senior Motion Designer

Full-time

- Created 200+ digital campaign ads for major brands including Samsung, Nissan, State Farm, Bacardi, MetLife, SAP, Merck, AT&T, and TD Bank; among others.
- Reduced production time by half by implementing efficient techniques, resulting in cost savings.
- Increased efficiency and productivity within the team by training new team members on workflow and best practices.
- Skills: Adobe Photoshop, Animate, After Effects, & Illustrator > CSS > Gulp > Greensock Animation Platform (GSAP) > HTML > JavaScript > npm > WordPress

## DDB

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

## Motion Designer

Full-time

- Built 100+ digital campaign ads for brands such as State Farm, Avon, NY Lotto, and Optimum, enhancing their brand recognition and engagement with their target audience.
- 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

## Volunteering & Leadership

## Landmark Worldwide • 03/2015 - 12/2015

Self-Expression & Leadership Program • New York, NY

## CEC Education • 06/2007 - 06/2011

Self Expression & Leadership • Farmingdale, New York