RAANAN SHVED

CREATIVE/ART DIRECTOR, DESIGNER AND ANIMATOR 0542200575

DETAILS

0542200575
raanan31@gmail.com

LINKS

Personal Website

Linkedin

Instagram art account

SKILLS

Adobe Photoshop

Adobe After Effects

Adobe Illustrator

Adobe Premiere

VIZrt

Figma

Unity

LANGUAGES

Hebrew

English

HOBBIES

Digital Illustrator and Pixel Artist

PROFILE

Creative designer and manager with 20+ years of experience in the high-tech and broadcast worlds with extensive experience working with developers, marketing, overseas clients and media productions, with in-depth knowledge of the broadcast and video world, and with extensive design and animation capabilities both as a motion designer and art/creative director

EMPLOYMENT HISTORY

Head of Graphics at Wochit.com, Tel Aviv
2012 — 2022

Responsible for setting up the company's graphics infrastructure as the company's online video product was being developed, Eventually leading a department of 5 designers, programmers, and animators.

- Provided graphics solutions for the company, while working closely with development and product managers to improve the product and pipeline for the company's hundreds of customers.
- Created and Art Directed video graphics packages for large media outlets worldwide (NBC, USA Today, SKY News, E! News, Warner music, NY Post), building graphic elements for customers' video needs, and building dynamic, automated graphic templates that support thousands of videos a day.
- provided art direction, guidance, mentoring and ongoing management of designers' work on a daily basis.
- trained employees in the company's offices around the world on mediating between the graphics department and customers in order to improve customer service and study their needs firsthand.

Head of Graphics at Channel 10 News, Giv‘atayim
2008 — 2012

Was Responsible Managing the graphics department of the Channel 10 news company, providing all the graphics services needed for the news company and all its various productions, both on a daily basis and for special productions, special broadcasts (major news and sports events such as elections or the Olympic games for example), documentaries and series. The role included:

- supervising and managing the channel's crew of designers and animators
- building and maintaining an efficient production pipeline for graphic assets
- serving the needs of the editors and producers of the channel for any graphic requirement around the clock.

Lead Designer at Orad Hi-Tech Systems (Avid), Kfar Saba
2001 — 2006

Head designer at a company manufacturing real-time graphics hardware and software products for the broadcast market. The position included:

- design for the company's internal needs, demos of its products
- training new customers and assistance in the productions of the company's customers on TV stations around the world,
- Demonstrating the software in front of potential customers both on site and trade shows

EDUCATION

BA, Digital Communication and Media/Multimedia, Camera Obscura school of art, Tel Aviv, Tel Aviv
1996 — 2000