

OFIR SHIMONY

Art Director | Senior Designer

Art Director and multidisciplinary designer with extensive experience in creative strategy, digital campaigns, and visual storytelling. Combining high-level conceptual thinking with hands-on design expertise, I lead creative projects from initial concept through execution while collaborating closely with designers, cross-functional teams, and clients. People-oriented and highly detail-driven, with a strong ability to translate strategic goals into compelling visual solutions.

PERSONAL INFO

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-  Zikhron Yaakov

EDUCATION

- 2020-2021 **Graphic Design and UI/UX,** 6b Studio
- 2013-2016 **BA in Communications and English-Literature,** Tel – Aviv University
- 2009 **Full diploma** (12 years of school), Amakim – Tavor high school

SKILLS

TECHNICAL

- Photoshop
- Illustrator
- InDesign
- After Effects
- CapCut
- Figma
- AI Creative Tools
- MS Office Suite

EXPERTISE

- Art Direction · Creative Strategy
- Digital Campaigns · Visual Storytelling
- Composition · Typography
- Concept Development · Creative AI
- Illustration · Color

LANGUAGES

- Hebrew (native)
- English (native fluency)

MILITARY SERVICE

- Teaching Commander**
promoted to
Deputy Course Commander
(Trainings, admissions, teaching)
- 2010-2012

EXPERIENCE

- 2026-present **Art Director | Moburst**
 - Lead creative strategy and conceptual development for digital campaigns and multi-platform marketing assets.
 - Develop and present creative concepts to internal teams and clients, translating strategic objectives into compelling visual solutions.
 - Provide art direction and professional guidance to designers, ensuring visual excellence and brand consistency across deliverables.
 - Collaborate with project managers, account teams and clients throughout creative development and reviews.
 - Execute hands-on design and integrate emerging AI tools into creative workflows.
- 2021-2025 **Senior Marketing Designer | R2NET-James Allen**
 - Designed and developed multi-channel marketing campaigns across paid social, landing pages, CRM, email and digital platforms.
 - Created campaign concepts and visuals supporting brand consistency, engagement and business goals.
 - Mentored junior designers through creative reviews, feedback and training.
 - Collaborated cross-functionally with Product, CRM and Content teams.
- 2017-2020 **Senior VIP Account Manager | Playtika**
 - Client management and project initiatives.
- 04-11/2017 **Material Coordinator | Ananey Communications**
 - International coordination and project delivery.
- 2013-2017 **Customer Support Manager | Anyoption**
 - Team management, training and professional development.