

Avin Vadas

Creative Director & Product Designer

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Experience

Independent Creative Director and Product Designer

2007-Present | Tel-Aviv, Israel

Design and Consultancy for enterprise brands and startup clients, addressing complete range of products design process in varied scopes and wide range of brand & user touchpoints, from complex B2B systems and applications for web and mobile, to creative branded promotional products.

Among my clients: [IBM](#), [HCL](#), [Taboola](#), [SundaySky](#), [TimeToKnow](#), [Zerto](#).

Icon Interactive, IPG Israel | Creative Director (Head of Design)

Jan 2005 - Jun 2007 | Tel-Aviv, Israel

Leading the creative department (7 designers and developers) in a small online advertisement agency. Responsibility over all creative processes, from ideation to shipping of campaigns for clients as Mitsubishi Motors and UPS, as well as the

Mantis Ltd. | Web Designer

Jun 2004 - Jqn 2005 | Tel-Aviv, Israel

TheMarker Business Portal | Interaction Designer

Dec 2002 - Jun 2004 | Tel-Aviv, Israel

Formal Education

Columbia Business School | Digital Strategies for Business Online Course

Apr-Jul 2018 | New York City, USA

Hebrew University of Jerusalem | M.A in Art History

Oct 2010 - Jun 2014 | Jerusalem, Israel

Israel Animation College | Course in 3D Animation

Oct 2007 - Jun 2008 | Tel-Aviv, Israel

HIT (Holon Institute of Technology) |

B.Sc.T.E in Visual Communication Design

Oct 1999 - Jun 2003 | Tel-Aviv, Israel

Skills

Design

Design Leadership
Creative & Art Direction
User Centered Design
Research & Validation
Prototyping
Visual Design
UI Design
Illustration
Motion Design & Animation

Design & Development Tools

Sketch
Adobe CC
Zeplin
InVision
Baslamiq
Cinema 4D
PatternLab
CodePen
Github
HTML
CSS
SVG
Javascript