

vadas.avin@gmail.com | +972-54-2133329 | <https://www.linkedin.com/in/avinvadas/>

What I Do

- Creative & Art Direction
- Design Management
- UX, UI & Interaction Design
- Illustration & Visualisation
- Motion Design & Animation

“Avin has a rare combo in designers of being able to get the point very quickly, accurately follow the brief, while still being able to come up with “magic” that spice up the project. He is patient and receptive to feedback, and has real passion to achieve the best result possible.”

Nitzan Volman | Entrepreneur in Residence at Taboola

Experience

2007-Present: Freelance Creative Director & Product Designer

Leading design processes as external consultant for brands and startups, addressing wide range of touchpoints in large scale product environments, from viral branded experiences, through native mobile apps, to development and maintenance of full-scale product pattern libraries and design systems. Amongst my successful projects are [Zerto Mobile App](#) and [HackTheVault](#) by *Taboola*.

2005-2007: Creative Director (Head of Design) | Icon Interactive, IPG Israel

Establishing and Leading the creative department (7 designers and developers). Responsibility over all creative processes, from ideation to shipping of campaigns for clients as *Mitsubishi Motors* and *UPS*, as well as the creative crew recruitment and mentoring. Reporting to CEO.

2002-2004: Interaction Designer & Flash Developer | TheMarker Business Portal

Responsibility for the Flash-based projects in the company, solving creative and technical challenges under tight deadlines. Reporting to Creative Director.

Formal Education

2010-2013: M.A in Art History | Hebrew University of Jerusalem

2000-2003: B.S.Ct.E in Visual Communication Designs | Tel-Aviv University (Holon Institute of Technology)

Tools of Trade (Partial list):

Design: Mastery of Sketch, Affinity, Adobe CC, various 3D packages, Invision app and Axure.

Coding: HTML, SVG, CSS, Javascript, Git, GreenSock, Patternlab.

Soft Skills: Always a guide as well as a learner. Problem-Avoiding thought & Problem-Solving attitude. Communicative. Systematic. Autonomic and self-managed.