

# Avin Vadas

Creative Director & Product Designer



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## What I Do

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

“I can recommend Avin for any type of digital design project, especially ones that are difficult to crack and require good conceptual understanding and original, out of the box thinking.”

**Nitzan Volman** | Entrepreneur in Residence at *Taboola*

## Experience

### 2007-Present: Independent Creative Director & Product Designer

Leading design processes as external consultant for brands and startups, answering wide range of touchpoints, from viral branded experiences, through native mobile apps to development and maintenance of full-scale product pattern libraries and design systems.

Among my current and recent clients are *HCL*, *Taboola*, *Zerto*, *TimeToKnow* and others.

### 2005-2007: Creative Director (Head of Design)

Icon Interactive, IPG 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 creative crew recruiting and mentoring. reporting to CEO.

### 2002-2004: Interaction Designer & Flash Developer

TheMarker Business Portal

## Formal Education:

### 2018: Digital Strategies for Business: Leading the Next Generation Course

Columbia Business School & Emeritus Institute of Management

### 2010-2013: Art History, M.A

Hebrew University of Jerusalem

### 2007-2008: Animation & 3D Production

Israel Animation College

### 2000-2004: Visual Communication Designs, B.S.Ct.E

Tel-Aviv University & Holon Institute of Technology(HIT)

# Technical Skills and Platforms (partial list)

Working mostly with enterprise scale clients, I adjust quickly to new tools and environments.

I keep scalability, flexibility and maintainability as core values of products as well as the workflow, and think mostly in terms of design systems and pattern libraries on both functional and visual levels.

In the past 3 years, I use mostly the following platforms:

## Design

Sketch and Affinity Photo and Designer as current tools of choice.

Decade of mastery of Adobe CC. Sharing mostly with Invision and Zeplin.

## Motion & Animation

Principle for interactions demo, After Effects for 2D animation, Blender for 3D.

## Research and Validation

Google Analytics, UserTesting, SilverBack, TreeJack.

## Coding

Under-the-hood understanding of HTML, SVG, CSS and Javascript.

Problems avoiding and solving attitudes, ability to code own designs,

Daily hands-on experience working with GreenSock.js, PatternLab, Github, Codepen and more.

## Art

Strong artistic background, including Art History Research, Illustration skills, Concept art,

Traditional and Digital drawing and painting.

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