

Zohar Dror

Design & Brand Lead | Creative Director

Global Branding · Motion & 3D · AI-Powered Production

Contact info

+972-52-2227457

zohar.indy@gmail.com

linkedin.com/in/zohar-d

zdreel.com

Open to

Full time, Relocation

Areas of expertise

- Creative management & production
- 3D animation & modeling
- Branding, UX/UI & interactive design
- Branding & campaign design
- VR/AR experience development
- 3D printing & prototyping
- Global event experience design
- Post-production, editing & animation
- Assets for games & applications

AI Tools (Daily basis use)

Imaging And Visual

Midjourney, DALL·E, Ideogram, Adobe Firefly, Dzine, Clipdrop Magnific AI

Video And Motion

Runway, Sora, Kling AI, Luma, Kaiber, Pika AI

Voice and Avatars

Elevenlabs, D-ID, Hedra, Astria, Adobe Enhance Speech

AI Helpers

ChatGPT, Claude, Claude Design, Gemini Ultra, Copilot, Google AI Studio,

Automation and Community

Zapier, Discord, Medium

Professional Summary

Design Team Lead and Art Director with over 25 years of experience.

Hands-on expertise with today's leading AI tools for image, video, voice and productivity - such as Runway, Midjourney, Sora, Elevenlabs and many others - integrating AI workflows to streamline the creative process through to the final product without compromising quality, Taking an active, hands-on part in all types of projects; client consultation meetings - storyboarding and guidance.

Project Management: End-to-end creative process management: from brief and mockups, through vendor management and cross-functional alignment with Marketing and Brand, to large-scale production, under tight deadlines with ongoing budget control.

After Effects Specialist: Animation design, video editing, post-production and advanced visual effects.

3D Specialist: 3D design and animation, modelling, rigging, texturing and lighting. 3D printing and prototyping across a range of materials and technologies.

Building virtual and augmented reality experiences for global events and campaigns.

Developing mobile games - game elements, characters, effects, interface and code.

Instructor: In-person and virtual training programs on various design topics, brand maintenance, advanced software and workflow techniques. E.g (Bank of Israel, NICE Systems, SAP, the College of Management, Amdocs, Sela College).

Self-Training: More than 250 cumulative hours attending courses and conferences on various AI topics.

Employment History:

Creative Management, Animation & Interactive Design Lead.

Amdocs Global Creative Agency

2021-Today

- Managing service vendors, project management using Monday.com, leading project-focused teams.
- Producer of animation, motion graphics and visual content for Amdocs' global branding and marketing initiatives, such as the Global Video Kit, commercials, and billboard animation.
- Designing branding experiences and creative concepts for major global events, including Amdocs' presence at international conferences such as "Mobile World Congress", as well as large-scale internal company events.
- Applying 3D modeling and printing to create physical branding assets, event-space branding, and experiential installations.
- Developing AR/VR experiences and interactive prototypes to support brand storytelling and campaigns.
- Building mockups and campaign assets across digital and print channels for global audiences.
- Integrating generative AI tools such as "Runway" and "Elevenlabs" into the creative process to shorten production times.

Software proficiency

Photoshop, Illustrator, After Effects, Premiere, Media Encoder, InDesign, Dreamweaver, Acrobat, 3ds Max, Maya, Ultimaker, Blender, Unity 3d, Animate, PowerPoint, Word Excel, Figma, Outlook, Comfy ui, Monday.com



Language

Hebrew - Native

English - Professional proficiency

Co-Founder & Brand Manager.

REPLAYED Ltd., a startup company for AR and VR projects

2017-2022

- Establishing and managing an early-stage startup in augmented reality (AR); creating mockups and managing projects from concept to execution.
- Producing AR experiences that was sold to "Coca-Cola" and the "BBB" burger chain.
- Producing interactive experiences for events, conferences and weddings.
- Building mobile and tablet games, including design, branding, animation and monetization.

Founder & Creative Director.

INDySIGN Ltd., an independent design and animation studio

2004-2022

- Establishing and managing an independent multidisciplinary studio providing UX/UI, website design, apps and games, branding, animation, and architectural/product visualization for clients across various industries.
- Managing the full creative and technical execution chain: concept development, interface design, 3D modeling and rendering, vector design, logos and post-production.
- Developing mobile apps and games, including UI/UX design, using Unity and C#.
- Managing parallel projects for international clients and meeting complex deadlines.
- Building graphic kits, interactive 3D commercials, and animations for all television channels.

Previous Employment History

- Graphic Designer & Animator — establishing and localizing graphic kits for local use, building broadcast packages. "Mizmor Productions," Tel Aviv (2000–2004).
- Character and background design, animation and interface design for websites. "pigless," Azor (2001–2002).
- Computer Technician. "Mor Levy," Rishon LeZion (1999–2000).
- Customer Service Representative, Import/Export Department. "Bank Hapoalim," Tel Aviv, via Manpower (1997–1999).

Education & Certifications

- 11Sheep - Game development in Unity, coding in C#. 2015
- Sela College - 3D, rigging, texturing, lighting, compositing, rendering, VFX and advanced animation. 2005–2008
- Jump Cut College - Advanced animation in After Effects (with honors), film, and documentary video editing. 2003–2004
- Microsoft Israel - Microsoft Sales Specialist Certification. 1999–2000
  Novell 4.11 NetWare Administrator network management - Sivan College, CNA. 1997–1999

AI Training & Professional Development

"HaKol Mebina", "Digital Fest,"the Annual Branding Conference", "The Marker," and "Design 2.0," as well as participation in Amdocs' "AI Fitness" program (building and training advanced agents in Microsoft). Advanced training with AI tools such as Gemini Ultra, Copilot Studio, Claude Design and many others.