



Alizarin Waissberg

Resumé



New York, NY

www.AlizarinZ.com

Zroobavela@gmail.com



*An award-winning,
internationally-recognized
art-director looking for the next
creative adventure in the
interactive realm.*

*Eager to apply my vast
experience, team spirit and
colorful style to eye-catching,
mind-changing campaigns.*

*Bringing a combination
of innovative thinking,
hands-on-design skills
and positive attitude.*

Experience

Interlude

Interactive Designer

2013-2014

New York, NY

- ★ Led UI design for Interlude's web and video products, including the Bob Dylan interactive video "Like a Rolling Stone" that was named the "#1 Best Music Video of 2013" by Time Magazine.
- 📺 Designed innovative interfaces for clients including Stanford University, L'Oreal and Intel

Internative

Founder and Art Director

2012-Present

New York, NY

- 💡 Formed an interactive media group that provided services such as design, web development, online PR and community management
- 🎨 Branded and designed all graphic standards (web and print) for US-based hotels, event-production companies and art galleries

McCann Erickson

Interactive Art Director

2010-2012

Tel Aviv, Israel

- 📺 Created interactive concepts at Israel's leading advertising agency for clients such as Honda, Samsung, Crowne Plaza, Unilever and more
- 📺 Art-directed a group of 30 graphic designers and developers in the digital department
- 🏆 Achieved awards and shortlisted on international advertising competitions such as Cannes Lions, Effie, New York Festivals and Golden Drum

Eshel Ideas

Art Director and Web Designer

2009-2010

Tel Aviv, Israel

- ★ Led the online visual presence for Israel's biggest companies in the fields of finance and health
- UI Planned and executed intuitive user interfaces for web and mobile

Yedioth Aharonot

Chief Designer

2008

2013

Tel Aviv, Israel / New York, NY

- 📺 Designed layout for Israel's most widely circulated newspaper
- 📺 Guided a team of 10 graphic designers; in charge of the sports section (2008)
- 📺 Managed a team of 7 graphic designers; in charge of the North American magazines (2013)
- 📺 Art-directed print and web advertisements of the paper's US-based clients from the entertainment, telecom and tourism industries
- ✍ Translated English to Hebrew; wrote about culture and technology

Education

Bachelor of Design – Visual Communication

Sbenkar College of Engineering and Design 🇮🇱

2006-2010

📺 Major: interactive design

Israel

Studies towards Bachelor of Arts – Natural Sciences

1999-2004

The Open University of Israel 🇮🇱

Israel

📺 Double major: physics and chemistry

Skills and Other



- ★ Authorized to work in the U.S. ★
- 🇮🇱 Fluent in English, Hebrew and Russian
- 📺 Skilled at Adobe Photoshop, Illustrator, InDesign, Flash, AE, video editing, illustration, HTML, CSS, AS2, AS3, Microsoft Office
- 📺 Participated in the Ophir Award winning (Israeli 'Oscar') documentary TV show Connected; filmed, directed and edited videos for prime-time broadcasting
- 📺 Avid blogger and founder of one of Israel's most popular blogs - zroob.com which gained millions of page views and led widespread viral campaigns
- ★ Served in the Israel Defense Forces as an Education Officer (Non-Commissioned). Instructor of physics and mathematics at the Air Force Technological College