



## Multimedia and Interactive expert

### Summary

More than 15 years of experience as a Multimedia and Interactive designer with extensive experience in developing and managing many different types of well appraised projects such as entertainment, Computer Based Training (CBT), corporate presentations, and Database design. These projects had a strong emphasis on the end user experience. Accomplished in all aspects of Multimedia design with the ability to push the boundaries of technologies to the limit and thus enabled the company to expand to new areas and attain a larger customer base. Created multimedia products from bottom to top (Client relations, design and develop and create multimedia application, doing the user experience design for the products and so on). Highly skilled in all the common fields: Design, Authoring, Editing and Art. Have a vast personal knowledge on different subjects.

### Professional Highlights

**Artistic ability** - Demonstrated ability to produce creative, eye-catching and end user seductive Multimedia applications that combined all fields of knowledge.

**Project management** - Worked with clients to develop Product Specifications, Team Management and Team Player.

**Innovative approach** - Assessed industry trends, market needs, and technological improvements to invent new products or methods to create stimulating art. Pushes the limits of the medium.

**Technical expertise** - Both Hardware and Software. Skilled with Adobe products: Photoshop, Flash, Illustrator, Director, Premiere, After Effects, Go Live. Microsoft: Operating system 98, 2000, XP. MS Office applications 2000, XP. Apple Macintosh: Operating system OS 8, 9, X, Final Cut. Misc. Applications: 4th Dimensions Database, Internet applications, Video, Audio.

### Experience

TOP PRODUCER SYSTEMS, Richmond, B.C., Canada

2005 to 2007

**Senior UI Designer** – “Top Producer Websites” line of Products

The Website product is one of Top Producer's subscription-based sales- and marketing tools for realtors and agencies. Because the users are for the most part completely non-technical, usability and providing a seamless, well-integrated user experience across the product line was essential.

- Team Lead for Graphic designers and CSS/Web programmers for creating content of 9 different layouts, 100 themes and 200 color schemes to be used as a front-end for the “Top Producer Websites” Product.
- Interaction/Prototype Design for “Top Producer Websites” product (More then 40 screens), “Top producer Reports”, TP IDX and Address Locator - use cases, mock-ups, wire frames, design specs, guidelines and presentations.
- Responsible for designing and delivering the GUI, User Interface and the graphical look and feel for “Top Producer Websites” and associated products: TP Reports, TP IDX, TP Blogs, and Address Locator.
- Working closely with Product management, Development and QA.
- Providing miscellaneous Banners, Icons and Graphic designs for all the “Top Producer Websites” associated products.



FREELANCE, Rishon Le Zion, Israel 1995 to 2005

**Multimedia Creation, User Interface, Flash Animation and Graphic Design**

- Al-Daf Engineering: "Smartlook" product - Graphic Design and application GUI implementation
- "The Golem" comic book - Promotional web site and animated video clip, photography and photo-manipulation.
- Israel Air force - Planning, Designing and creating an interactive training multimedia application (Computer Based Training) for dealing with helicopter malfunctions.
- Yozmot Hi tech Think-Farm (Venture Capital): CD Multimedia, company presentation.
- Photography, video editing and DVD authoring.

FREELANCE (continued), Rishon Le Zion, Israel 1995 to 2005

**Media:** Journalist, event organizer - Popular media.

- Pnai Plus TV magazine (1995-98) weekly science fiction column
- Sector 972 - The first Israeli popular science fiction 3 day event, organizer and manager (1997)
- 99FM radio - 1 hour live weekly show (1998)

PROJECT FARSTAR, Israel 1999 to 2002

**Project Entrepreneur**

Planning and designing the entertainment and visitors' interaction aspects of the project.

- Entertainment and Astronomy venture currently halted due to security reasons in the region.

YIGAL ARNON AND CO, LAW FIRM, Tel-Aviv, Israel 1999 to 2002

**Computer and Application Support**

- On-site end-user technical support of Intel based computers, Microsoft Office and Windows applications for 150 users throughout the firm three office sites.
- Responsible for the Exchange and data file system backup, storage and retrieval
- Installation and maintenance of Microsoft windows and Office 97/2000/ XP on PC

SGH MULTIMEDIA INC. Tel-Aviv, Israel 1996 to 1998

**GUI and Multimedia Expert**

- Creative Manager of the SGH's Multi User products marketing material and Web site. (Design, Visual concept and maintenance)
- User Interface Design of SGH's applications and Web site
- Macromedia Director Animator and Programmer

AL-DAF ENGINEERING, LTD., Rishon Le Zion, Israel 1992 to 1996

**Multimedia, GUI and Database Design Expert**

- 4<sup>th</sup> Dimension database programmer and user interface designer (Macintosh)
- Multimedia Presentations for Al-Daf's in-house products, Israel Air Industries; MHT Division - UAV and for the France Air Shows
- Multimedia and education interactive applications (CBT): (Highlights: TRW - Learning the basics of UAV controlling. Israel Defense Industry - Interactive technical learning products)
- Designing, animating and programming visual catalogs for parts and owner's manuals.

ISRAEL DEFENSE FORCES, Israel 1989 to 1992

**Course Instructor, GUI and Multimedia Expert**

- Content consultant, Technical installation and Setup of the computerized exam center
- Instructor and Team Leader for specific ordnance corps Courses



## Education

- Aveni College of Visual Arts**, Jaffa, Israel 1995  
*Diploma, Graphic Design*
- Graphic Design, 2 years studies.
  - During studies, gave lectures on multimedia and interactive arts.
- Ort Abean for Chemistry** - High school and College, Ramat Gan, Israel 1989
- Practical Chemistry engineering, 2 years. Graduated.
  - Post elementary, 4 Years. Graduated. Israeli full matriculation certificate.

## Community Involvement and Achievements

- 1994 - Special multimedia presentation at the Israeli parliament house session on women's rights.  
1995 - AIDS awareness week, Chosen leading campaign poster for the city of Tel-Aviv.  
1997 - Co-Founder, "Israeli Science Fiction and Fantasy association".  
1999 - Co-Founder, "Path for Freedom", A non-profit association for better public transportation.  
2005 - Member of the Themed Attraction Association Canada (TAA-Canada) [taacanada.com](http://taacanada.com)

## Additional Skills

- **Tools of the Trade Software:** Adobe Director and Flash - Animation and Authoring, Adobe Photoshop, Premiere, After Effects, Encore DVD, Freehand, Illustrator, Go-live, Microsoft Front page, Sound Forge, Apple Final Cut, iLife
- **General Software and Utilities:** Microsoft Windows 98, 2000, XP, Vista. Microsoft Office 97, 2000, XP. Microsoft Project. Mac OS. TestTrack, Internet Applications.
- **Technical:** Computer hardware, Video, Photography and Audio.
- **Languages:** English – Fluent, Hebrew - Fluent
- **Interests:** Photography, Video, Astronomy, Nature life, Popular Sciences, 18<sup>th</sup> century history of wars, Drawing, Painting, Animation, Writing.