

IDAN HERSON



MOTION DESIGN ARTIST

Senior Motion Designer with 15+ years across a variety of motion design work, marketing, UI/UX animation, and compositing. Creates product-focused motion for apps and digital products, with polished visual execution and AI-enhanced workflows.

PORTFOLIO

www.idanherson.com

INFO

Tel Aviv-Yafo
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WORKING SKILLS

After Effects, Premiere Pro, Photoshop, Illustrator, Maya/ Blender - Basic, Figma basic, Drawing Storyboards, Storytelling

AI SKILLS

ChatGPT, Midjourney, Runway, Sora, ComfyUI, Stable Diffusion, FireFly, ElevenLabs and more

FURTHER SKILLS

HTML, CSS, Javascript (Basic), Lottie, Rive (Basic)

EDUCATION

John Bryce, Full-Stack Developer
Mar 2017 - Aug 2018
Learning new skills of code writing, focused on web development.

The School of Visual Theater
Oct 2010 - Jul 2011
A multidisciplinary school for performing arts.

Tel-Hai College, Practical Engineer
Oct 2004 - Jul 2006
T.V Film and Animation studies.

LANGUAGE

Hebrew - Mother Tongue
English - Excellent
German - Beginner
Arabic - Beginner

EMPLOYMENT HISTORY

Freelance Motion Designer & Video Editor 2025 - Present

- **SuperPlay** (via IGLU) - Produced refined animation, elevating static storyboard assets with clean motion, subtle highlights, and precise timing.
- **CASHOOMO** – Sweepstakes App: Created multiple promotional videos and provided overall creative consultation for the app.
- **App Project** – Crystal Animations (AI): Created realistic 3D gemstone animations using AI tools, including image and video generation.
- **Video Ads** for Small Businesses: Produced short promotional videos tailored for digital platforms.
- **IAC** – Israeli American Council: Offline editing for multiple events and promo videos, including an official brand film.
- **Music Video** – Edited a stop-motion style music video built from original hand-drawn frames by the artist Shai Cabili, including integration of AI layers and full creative assembly.

Motion Designer, Sunflower

Dec 2023 – Apr 2025

- Produced short-form animated content for streamers, boosting user engagement and conversion rates.
- Produced UGC-style videos tailored for TikTok, YouTube, and Snapchat, with high performance.
- Built internal animation guides and visual references for monetization and product features.
- Leveraged Runway and image generation tools to ideate and prototype visual assets enhancing creative speed and quality.
- Collaborated with game developers to deliver animation references for mini-games, as well as modified animation sequences, ensuring smooth UX flow.

Motion Designer, Efinity

Aug 2021 - Nov 2023

- Created tailored video ads for social media (Investments).
- Using AI tools to enhance video performance (content & design).
- Specialized in producing multi-size, multilingual social media videos (German, French, Arabic).
- Lead a campaign to success with a fresh, innovative video in France. (2M views).

Motion Graphic Artist, Plain - Loud Visuals

Jan 2018 - April 2021

- Creating motion graphics for commercials, promos and trailers.
- Animating static designs and logo buildups.
- Offline edit for broadcast commercials.
- Editing motion graphics for mobile game promos.
- Post production in Creative Business movies.

Other freelance projects and motion design

Jan 2011 - Jun 2025

- Filmed and edited documentaries for the Jerusalem International Dance Festival.
- Created video art and special effects for the stage piece "PulhaNaharin" by Ruby Edelman.
- Produced, filmed, directed, edited, and composed soundtrack for a video dance with the choreographer Sofia Krantz.
- Creating promos for well-known dance companies such as Kibbutz Contemporary Dance Company, Nederlands Dans Theater, Ballet Dortmund, and more.
- Co-created a video dance with choreographer Michael Getman.
- Motion Designer, Ron Huldai's 2020 Government Election Campaign member of the campaign operations team.
- creating videos for leading companies such as Bank HaPoalim.

Lighting Design & Technician

Jan 2011 - Jun 2017

- Work with directors and lighting designers for dance and theater shows.
- Designed lighting for theater and dance shows.
- Lighting technician at the Khan Theater.

Motion Designer, 'A' Media Productions

Dec 2008 - Jan 2009

- Creating CG Effects for a TV series.
- Modeling a 3D game show for a TV pilot.
- Web Design.

Motion Designer, Video-Line

Jan 2007 - Nov 2007

- Creating and designing video content for projection on big screens for live shows.
- Creating videos for leading companies such as Bank HaPoalim.