



# Idan *Herson*

MOTION DESIGNER · AI CREATIVE DIRECTOR

Independent motion designer with 15+ years across broadcast, fintech, gaming and the cultural sector. Now building an AI-driven creative practice from Berlin, combining cinematic motion craft with AI video, image and audio production pipelines.

## CONTACT

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## SKILLS

### MOTION & POST

After Effects, Premiere Pro, Photoshop, Illustrator, Figma

### AI PRODUCTION

Runway, Sora, ComfyUI, Stable Diffusion, Midjourney, Adobe Firefly, ElevenLabs, Claude, ChatGPT

### SOUND

Cubase, sound design, original soundtrack composition

### WEB & CODE

HTML, CSS, JavaScript (basic), Lottie, Wix Studio, Claude Code

### DIRECTION

Storyboarding, creative direction, scriptwriting, brand systems, pitch development

## LANGUAGES

Hebrew	Native
English	C1 – Fluent
German	A1 – Learning
Arabic	A1 – Basic

## EDUCATION

John Bryce College  
*Full-Stack Web Development*  
2017 – 2018

School of Visual Theater, Jerusalem  
*Performing & Visual Arts*  
2010 – 2011

Tel-Hai College  
*Practical Engineer — TV, Film & Animation*  
2004 – 2006

## SELECTED CLIENTS

Bank HaPoalim · Israeli Opera · Nederlands Dans Theater · Ballet Dortmund · Israeli American Council · Kibbutz Contemporary Dance Company · Ron Huldai Campaign 2020 · CrownCoins Casino · SuperPlay · Sunflower · Efinity / Alvexo · Cashoomo · Extindro

## EXPERIENCE

Independent Creative Director & Motion Designer, 2025 – PRESENT  
*Various*

- **SuperPlay (via IGLU)** — Refined animation polish on storyboard assets: clean motion, subtle highlights, precise timing for in-game UX moments.
- **Cashoomo (Sweepstakes App)** — Multiple promotional videos and overall creative consultation for product launch and growth campaigns.
- **Crystal Gems** — Original AI-generated 3D gemstone animation system for a loyalty-tier reward feature, using image and video diffusion pipelines.
- **Israeli American Council** — Offline editing for events, promo videos and an official brand film.
- **Extindro (wildfire suppression startup)** — Investor-facing brand film, voiceover direction and creative oversight.
- **Shai Cabili — Music Video** — Edited a stop-motion music video from original hand-drawn frames, integrated AI layers and full creative assembly.

Motion Designer, *Sunflower (CrownCoins Casino)* DEC 2023 – APR 2025

- Motion design lead on **CrownCoins Casino**, a sweepstakes social-casino product with a large active user base.
- Produced short-form animated content for streamers and creators, measurably lifting user engagement and conversion.
- Built UGC-style video pipelines for TikTok, YouTube and Snapchat with strong performance metrics.
- Authored internal animation guidelines and visual references used across monetization, mini-games and product features.
- Used Runway and image-generation tooling to ideate and prototype assets, compressing creative cycles.

## ■ INDEPENDENT PRACTICE

AI video pipelines — Runway, Sora, ComfyUI, Stable Diffusion, Higgsfield

Claude Code & MCP integrations for production workflow automation

Wix Studio API — Pro Gallery automation

Trading systems — Pine Script, custom screeners on TradingView

Ongoing German language study (Goethe-Institut materials)

## EXPERIENCE *continued*

### Motion Designer, *Efinity / Alvexo*

AUG 2021 — NOV 2023

- Led a French-market campaign that crossed 2M views, with fresh creative direction in a saturated fintech category.
- Tailored video ads for social media in the investment vertical, owning concept through delivery.
- Specialized in multi-size, multilingual social video for German, French and Arabic markets.
- Deployed AI tooling early to enhance both content quality and production speed.

### Motion Graphics Artist, *Plain — Loud Visuals*

JAN 2018 — APR 2021

- Motion graphics for commercials, promos, trailers and mobile game promo deliverables.
- Animation of static designs and logo build-ups for brand campaigns.
- Offline editing for broadcast commercials and post-production on creative business films.

### Independent Director, Editor & Motion Designer, *Cultural Sector*

2011 — 2024

- Promo direction and editing for **Nederlands Dans Theater, Ballet Dortmund, Kibbutz Contemporary Dance Company** and other major dance institutions.
- **Stage projection and live-show video content** for theater, dance and opera productions, including the **Israeli Opera**.
- Filmed and edited documentaries for the **Jerusalem International Dance Festival**; co-directed video-dance work with choreographer **Michael Getman**.
- Motion designer on the **Ron Huldai 2020 mayoral campaign** — campaign operations team.
- Brand films for **Bank HaPoalim** and other enterprise clients.

### Director, Editor & Composer, *Video-Dance with Sofia Krantz*

2015

- Full single-author production of a video-dance work with choreographer Sofia Krantz.
- **Direction, cinematography, editing and post-production** across the full piece.
- **Original soundtrack composed in Cubase**; lighting design for the shoot.
- Authored every element of the work except the choreography itself.

### Video Artist & Director, *PulhaNaharin (chor. Ruby Edelman)*

2014

- **Concept, cinematography, editing and stage projection** for a full-evening dance work by Ruby Edelman.
- Designed lighting effects integrated with projection.
- Built the full visual language of the piece end-to-end.

### Lighting Designer & Technician, *Theater, Dance & Music*

2011 — 2017

- Designed lighting end-to-end for dance, theater and music productions, working closely with directors and choreographers on the visual language of each piece.
- Resident lighting technician at the **Khan Theater**, Jerusalem.