

IDAN HERSON

VIDEO EDITOR | MOTION DESIGN ARTIST




Senior Motion Designer | Product Animation Specialist | AI-Enhanced Creative Direction. with 15+ years of experience in gaming, trading, and marketing. Expert in AI-powered workflows, motion design, and cross-platform creative direction. Combines sharp storytelling with technical precision.

PORTFOLIO

www.idanherson.com

INFO

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 IDAN HERSON

WORKING SKILLS

Adobe After Effects
Adobe Premiere Pro
Adobe Photoshop
Adobe Illustrator
Maya/ Blender - Basic
Figma
Drawing Storyboards

AI SKILLS

ChatGPT
Midjourney
Stable Diffusion
Runway.ml
ComfyUI

FURTHER SKILLS

HTML, CSS, Javascript, 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

Motion Designer, Sunflower

Dec 2023 – Apr 2025

- Designed 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).
- Learned to use AI tools to enhance video performance (content & design).
- Specialized in producing multi-size, multilingual social media videos.
- Lead a campaign to success with a fresh, innovative video. (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.

Freelance video Editor and designer

Jan 2011 - Jun 2023

- 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 music for 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.

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.