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YOTAM ROZIN

Crafting Tomorrow's Digital London-Based, Award-Winning Graphic and Motion Designer

✕ **Elevating brand value for enterprise, startups, and independent clients through digital products: animation, interactive, video, and print**

Work Experience

DEC 2022 – JAN 2024

HEAD OF CREATIVE PLAYGEN

Role: Creative Director, Generative AI Specialist, and Team Leader.

Contribution:

Pioneered Playgen's entry into the mobile gaming market, designing mobile game Pilot Master within two weeks.

Securing a landmark partnership with Unity company Supersonic.

My game art generation and leadership in the collaboration with Playtika generated Playgen's first revenue streams.

Reduced game art costs by 86% through the innovative integration of Generative AI technologies, revolutionizing game art production processes.

2011 – PRESENT

AWARD-WINNING FREELANCE MOTION ARTIST & ART DIRECTOR

Roles: Director, Motion Artist, Designer, Illustrator, Web Designer, and Web Developer.

Impact: Established long-lasting relationships with prominent creative studios and clients worldwide delivering impactful digital products for over 100 global brands including The European Union, Microsoft, LG, IronSource, Payoneer, and Regus. I delivered +1000 video, interactive, print, and digital projects to enterprise, startups, and independent clients, boosting brand presence and brand trust. Tailored innovative creative solutions for clients' unique needs and aspirations leading to measurable impact.

Explainer Videos, TV ads, and Social Media Marketing

Material: Translated over 70 clients' strategic goals and objectives into creative video-based solutions. Oversaw dozens of International ad-hoc and in-house teams to deliver top-tier digital products.

Team Empowerment and Knowledge Sharing:

Trained and coached over team members, 20 students, and independent creators to become fluent in digital tools such as Unity, Adobe Creative Suite and Photogrammetry for Marketing, Photography, Virtual Reality and more.

Game Art and Development:

Designed and developed +3 games and experiences for PC, mobile and VR.

Web Development, Web Design:

Developed and designed web experiences, devised intuitive interaction animations and distinctive motion brand identities for mobile and web platforms.

FEB 2016 – SEP 2019

INDEPENDENT CREATOR VR EXPERIENCE HOMESCAPE

Roles: Creator, Unity developer (C#), producer, and CGI artist.

Impact: Conceptualized and marketed the VR project 'Homescape,' achieving international acclaim with awards and nominations in festivals across 10+ countries, including [IDEA](#) (Netherlands, 2017). This project showcased a unique virtual reality game-play and innovative storytelling, enhancing global recognition in digital narratives. Chosen to feature in the Israeli Pavilion at [Festival de Cannes](#) (France, 2016), Homescape represented Israel's innovative creative fields to the international community.

Artist in Residence, Print Screen Festival for Digital Art (May–June 2017): Developed and presented Home as part of the e-byte exhibition.

Participant, Steamer Salon Virtual Reality Film Lab (Feb–Mar 2016)

2020 – PRESENT

Lead Animator, Creative Supervisor & Interactive Motion Artist Peanut Studio

I led transformative projects for high-profile clients, driving commissions up by diversifying the studio's offerings into interactive animation and motion branding.

My work on Payoneer's motion branding project not only enhanced user engagement for the client but also positioned Peanuts Studio as a leading creative force in the Israeli tech industry.

2013 – PRESENT

Director & Lead Animator Mamash Productions

Led post-production, VFX, and animation projects from storyboard to screen for leading industry brands including LG, Iron Source, Vuze XR, Natural Intelligence, Keter, Fattal, Alma, and Clalit.

OCT 2011 – OCT 2017

Animator & Motion Designer Bildreish

Joined the team creating animated video products for tech, banking, and culture clients.

Education

RMA (Research Masters), Media, Art, and Performance Studies, [Utrecht University \(NL\)](#) (2018–2021).

Interdisciplinary research bridging art, science, and technology.

BA, The Marc Rich Honors Program in the Humanities and Arts, [Tel Aviv University \(IL\)](#) (2013 – 2015) | Cum Laude

Focus: Interdisciplinary studies in humanities and arts

Talks & Workshops

Creative World-Sampling – Photogrammetry and 3D scanning, Workshop for [The Department of New Media Studies, Musrara](#) – Naggar Multidisciplinary School of Art and Society, Jerusalem, Israel (Jan 2018)

Darkness and Memory in Virtual Reality, [A MAZE Festival](#), Berlin (April 2018)

The Poetics and Politics in Virtual Reality Piece Home, [Game On! – El arte en juego](#), Buenos Aires, Argentina (9 December, 2017)

Virtual Reality, Course for [The Department of New Media Studies, Musrara](#), Jerusalem, Israel (Spring 2017)

The Wonders of Reality and Virtual reality, [Creating Worlds – the annual conference of the department of design, Seminar HaKibutzim College](#), Tel Aviv, Israel (May 2017)

Politically Animated: animation as an increasingly political arena, [International Motion Festival](#), Nicosia, Cyprus (May 2017)

Social Engagement

Engaged in numerous volunteer initiatives, providing design, animation, and post-production services for social and political causes, working with peace organizations like **PeaceNow** and the **Geneva Initiative**, **Coalition of Women for Peace**, and supporting NGOs such as the **Tibet Hope Center**.

Exhibitions

[Nature Does Not Lay Long for Happiness](#) Galil Gallery, Acre, Israel (9 May, 2018)

[Foreseeing Future](#), Taipei, Taiwan (3–4 May, 2017)

[Game On! – El arte en juego](#), Buenos Aires, Argentina (9 – 17 December, 2017)

[Print Screen Festival](#), artist-in-residence, Holon, Israel (27 June, 2017)

[IDFA](#), Amsterdam, The Netherlands (Jan 2017)

[DocAviv](#) Negev Festival, Yeruham, Israel (25–27 December, 2016)

[AniNation](#) Festival, Jerusalem, Israel (26–30 October, 2016)

[Haifa International Film Festival](#), Haifa, Israel (18 October, 2016)

[Festival de Cannes 2016](#), at the opening event of the first Israeli pavilion (May 2016)

[3011.319 km](#), dual exhibition with Paulin Fleuret at the [Cuba Libre Gallery](#), Saint-Etienne, Massif Central, France. Curator: Maud Soudain (April 2013)

Awards & Accolades

Homescape – Creator, Unity Developer, Art Director, Virtual Reality (VR) creator

• TISFF, Best Interactive Project, Israel (Jun 2016)

• A MAZE, Nominee, Germany (April 2018)

The Action Switchboard by the Yes Men – Direction, Animation (lead), Illustration, Script

• Asif Festival for Israeli Animation, Official Selection, Israel (August 2016)

• SPARK Animation 2016, Official Selection, Canada (October 2016)

• Festival Internacional de Animación, Official Selection, Uruguay (October 2016);

• ReAnimania, Official Selection, Armenia (October 2016)

• International Motion Festival, Nominee (Best Commissioned Video), Cyprus (May 2017)

• IAFF Golden Kuker, Official Selection, Sofia, Bulgaria (May 2017)

Stand Still – Compositing, Color Grading, Titles

• Canada Film Festival, Award of Excellence, Vancouver, 2016

• NYLA Film Festival, Official Selection, New York, 2016

• Castellaneta Film Festival, Winner (Best Music Video), Italy, 2016

• Apex Short Film & Music Festival, Official Selection, Tucson, Arizona, 2016

• Aesthetica Short Film Festival, Official Selection, York, UK, 2016

Next (short film) – VFX, title sequence and color grading

• Icon TLV 2010 Festival, Winner (best short film), Tel Aviv. 2010

Skillset

- AI Pipeline Generation
- From Concept to Product
- Virtual Reality Experiences
- Translating Client's Needs to Brief
- Game Art & Development
- Team Leadership
- Video, Motion, Animation, Interactive Production
- Autodidact
- Illustration and Design for Digital & Print
- Teaching Experience
- Social Media Content
- Experience with clients, companies and organizations of every size and in manifold industries
- Creative Direction
- Client & Stakeholder and high-stakes communication.

Software & Tools

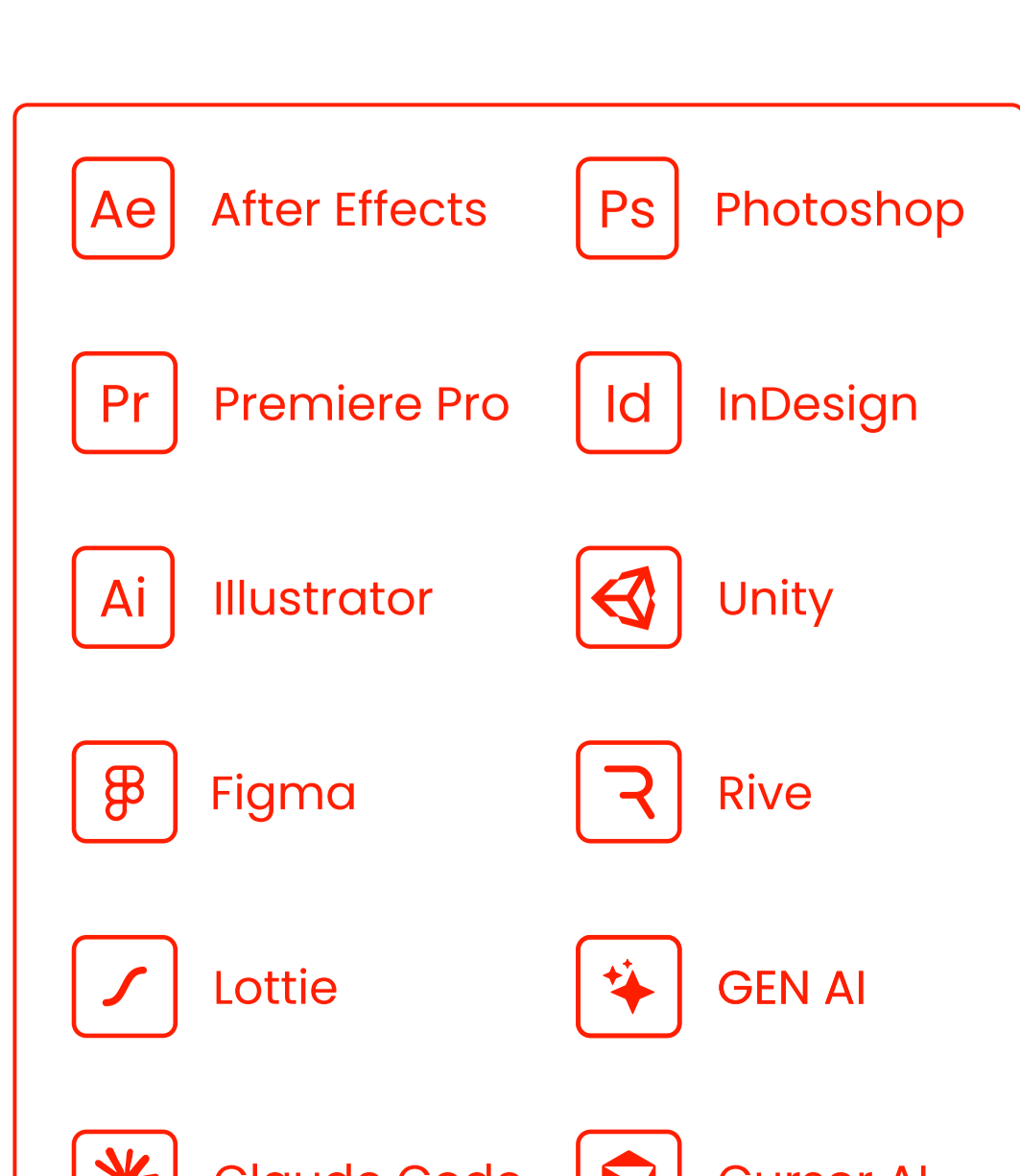
Adobe Creative Suite (After Effects, Premiere, Photoshop, Illustrator, etc.)

Unity 3D

Creative Coding and Development with C#, HTML, CSS, Javascript

Generative AI (Automatic1111, Stable Diffusion, Midjourney, Leonardo AI)

Figma



DROP A LINE!