

ROTEM COHEN

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SENIOR MARKETING & MOTION DESIGNER EXECUTING END-TO-END CAMPAIGNS, ADVANCED ANIMATION, AND UI/UX LAYOUTS. EXPERIENCED IN PITCHING CREATIVE CONCEPTS, OPTIMIZING CONTENT PIPELINES THROUGH GENERATIVE AI, AND DELIVERING HIGH-PERFORMANCE VISUAL ASSETS.

MARKETING & MOTION DESIGNER | HAPPY

DEC 2025 - PRESENT

- PROACTIVELY PITCHING VISUAL CONCEPTS AND EXECUTING DESIGN FOR HIGH-IMPACT DIGITAL CAMPAIGNS AND GLOBAL FMCG BRANDS.
- COLLABORATING WITH THE LEAD ART DIRECTOR TO DELIVER SOCIAL AND OOH ASSETS USING ADOBE CREATIVE CLOUD.
- EXECUTING MOTION GRAPHICS AND ANIMATION PIPELINES IN AFTER EFFECTS AND PREMIERE.
- PROFICIENT IN GENERATIVE AI WORKFLOWS (MIDJOURNEY, GOOGLE FLOW, SEEDANCE, CHATGPT) TO OPTIMIZE STUDIO PRODUCTION PIPELINES.

UX & IMPLEMENTATION CONSULTANT | ISRAELI AIR FORCE

SEP 2024 - JUL 2025

- LED THE TECHNICAL ROLLOUT AND IMPLEMENTATION OF A LARGE-SCALE MOBILE APPLICATION ACROSS BRANCHES.
- CONDUCTED USER RESEARCH AND MAPPED JOURNEYS TO CONTINUOUSLY IMPROVE MOBILE UI/UX.
- ACTED AS THE PRIMARY TECHNICAL BRIDGE BETWEEN R&D TEAMS AND END-USERS, OPTIMIZING MOBILE SYSTEM DELIVERY.

L&D LEAD | ISRAELI AIR FORCE

AUG 2023 - SEP 2024

- ARCHITECTED THE CREATIVE STRATEGY AND HIGH-VOLUME CONTENT PIPELINES FOR ADVANCED DIGITAL MEDIA PRODUCTS NATIONWIDE.
- COLLABORATED WITH SENIOR LEADERSHIP TO BUILD EFFICIENT WORKFLOWS, TRANSFORMING COMPLEX GOALS INTO HIGH-IMPACT MEDIA ASSETS.
- DIRECTED AND EXECUTED DIGITAL LEARNING PRODUCTS INTEGRATING MOTION DESIGN, VIDEO EDITING, AND INTERACTIVE TOOLS.

GRAPHIC DESIGNER | TECHNION STUDENT ASSOCIATION

JAN 2023 - MAY 2023

FOUNDING MEMBER & LEAD DESIGNER | ISRAELI AIR FORCE

FEB 2020 - DEC 2022

- CO-FOUNDED AN INDEPENDENT IN-HOUSE CREATIVE STUDIO, ESTABLISHING END-TO-END VIDEO PRODUCTION METHODOLOGIES, QUALITY STANDARDS, AND ASSET WORKFLOWS.
- LED THE COMPREHENSIVE BRANDING AND ASSET DESIGN STRATEGY FOR THE ACADEMY, ENSURING A CONSISTENT, HIGH-IMPACT BRAND IDENTITY.
- DESIGNED AND ANIMATED A HIGH VOLUME OF COMPLEX CREATIVE ASSETS, MOTION GRAPHICS, AND DIGITAL LEARNING MODULES FOR 10,000+ TRAINEES.

VIDEO EDITOR & GRAPHIC DESIGNER | FREELANCE

JUN 2014 - MAY 2019

- PRODUCED HIGH-VELOCITY VIDEO CONTENT AND MOTION GRAPHICS FOR CREATORS, REACHING MILLIONS OF VIEWS.
- CREATED OPTIMIZED ASSETS AND CUSTOM THUMBNAILS TO MAXIMIZE CTR AND AUDIENCE ENGAGEMENT.

SKILLS & TOOLS

- **ADOBE CREATIVE CLOUD:** AFTER EFFECTS, PREMIERE PRO, PHOTOSHOP, ILLUSTRATOR
- **WEB DESIGN:** FIGMA, FRAMER, LOVABLE, WORDPRESS, ELEMENTOR
- **GENERATIVE AI:** MIDJOURNEY, GOOGLE FLOW, SEEDANCE, CHATGPT
- **CORE SKILLS:** MOTION GRAPHICS, ANIMATION PIPELINES, MARKETING DESIGN, ART DIRECTION, UI/UX LAYOUTS, USER RESEARCH, VIDEO PRODUCTION, BRAND IDENTITY, CREATIVE STRATEGY, CONTENT PIPELINES, L&D MEDIA, CTR OPTIMIZATION.