



# Noam Laist

- noam-laist.com
- 054-7607687
- nolaist@gmail.com
- Tel-Aviv

▷ I've worked in creative departments in advertising agencies for almost ten years. I started working as a Designer, moved on to becoming an Art Director and more recently, a Creative Director. I am experienced with wire-framing and prototyping, as well as designing UI for websites & apps, but also well experienced with TV, outdoor, radio and print campaigns. I have developed very good team work and leadership skills by collaborating with account, media and strategy departments, by brainstorming with my co-workers and finally pitching the final concepts to clients.



## Work Experience

### 2015-2016 Freelancer Full-Stack Designer

- Designed web & mobile projects as well as marketing materials for small & large companies.
- Worked with a young start-up on designing their product from scratch: started with Branding, moved on to the UX process and finally designed the entire responsive site's UI.
- Took part in the design team who implemented the new brand language for "Partner".

### 2015 Creative Director at Fogel Ogilvy

(closed due to financial difficulties)

- Recruited by the CEO to lead a team of 5 creatives.
- Managed all the online and offline creative products from start to finish.
- Worked closely with strategy & account dept. and took an active part in decision making.
- Among my clients were IBM, Cadillac, Tempo, Eldan, The Open University and more.

### 2012-2014 Senior Art Director at Adler Chomski - Grey

- Creative work on web and mobile campaigns, landing pages, websites, print & billboards.
- Helped to co-workers without digital orientation, when asked for creative online solutions.
- Among the clients I worked for were Bezeq, Pelephone, VW, Strauss, P&G and more.

### 2010-2012 Senior Art Director at Baumann Ber Rivnay - Saatchi & Saatchi

- Worked on online & offline campaigns for some of the leading companies in the market.
- Was sent by my agency to aid in solving a creative brief to the Creative Dept. in Moscow.
- Won prestigious awards in both local and international award shows
- Among my clients were Telma, Ford, Elite, Mazda, Carlsberg and more.

### 2007-2010 Art Director at Gitam BBDO

- Designed and built campaigns for both small & large accounts.
- Specialized in various advertising medias such as Print, Film and Outdoor.
- Took part in the only campaign ever to be published in both Israel & Palestinian authority



## Education

- 2015 User Experience course at "Netcraft Academy", Bnei Brak.
- 2005 Advertising courses at "School of Visual Arts", New York.
- 2002-2004 Visual Communications at "Ascola-Meimad", Tel-Aviv.
- 2000-2002 Visual Communications at "H.I.T", Holon.



## Military service

- 1997-1998 Combat soldier at "Givati" infantry. Released due to a combat injury in Lebanon.



## Expertise

Sketch • Axure • Photoshop • Illustrator • Indesign. Mac & PC.



## Languages

Hebrew ●●●●●

English ●●●●●

Spanish ●●●●●