

OFEK LEBAR

MOTION, AI

+44 7398126703
lebarofek@gmail.com
[LinkedIn Profile](#) | [Portfolio](#)

Creative and detail-oriented Motion Designer with a strong background in UI/UX, Design, and AI, specializing in creating user-centric digital products. Experienced in producing visually compelling and highly functional designs that align with user needs and business goals. Skilled in the complete design process from ideation and prototyping to testing and implementation, ensuring designs meet user needs and business objectives. Passionate about leveraging design thinking and AI tools to drive product innovation and enhance user experiences.

SKILLS

- **Motion/Design:** Adobe Creative Suite (After Effects, Premiere Pro, Illustrator, Photoshop, InDesign, Lightroom, Podcast, FireFly), Figma, Maya Autodesk.
- **AI Platforms:** ChatGPT, DALL-E, Midjourney, ArtFlow, KREA, Leonardo, Runway, Stable, HeyGen, Luma, Domo, Wonder, MOV, Suno, etc... (adaptable)
- **Soft skills:** Creative Thinking, teamwork, communication, time management, strong work ethic, motivation, good energy, great sense of humour!

EDUCATION

BACHELOR OF ARTS IN ANIMATION AND VISUAL EFFECTS

University of Brighton, UK | 2021-2024

- Graduated with First-class honours.
- Completed a placement with Pattera AI as a motion designer.
- Held the position of JSOC President in 2023-2024 after serving as the social media manager for two years.
- Met with the UK Parliament to discuss antisemitism in universities.
- Won a competition; project selected as the official trailer for the Brighton International Animation Festival.
- Volunteered at a Ukrainian refugee camp in Warsaw, Poland.
- Counsellor and photographer at Camp America.

AI CREATIVE COURSE

Create AI | 2024

- Developed proficiency with AI tools integration.

WORK

FREELANCE

London | 2021-Current

- Managed and created social media content and platforms for companies such as **Leviev Diamonds**, Brighton International Animation Festival (**BIAF**), and various high-profile high-tech companies.
- Designed and developed a user-centric platforms that improved user engagement by intuitive navigation and visually appealing interfaces.
- Created commercial and advertising content, brand identities, websites, apps, music videos, promotional content, and explanatory videos through motion design, video editing, and graphic design.

MOTION DESIGNER

J2 Agency, London | 2020-2021

- Worked with various high-profile companies on informative videos, logos and brand identity, advertising and commercial content, eDMs, and social media posts.
- Left to pursue a degree at University.

SOCIAL MEDIA MANAGER & MOTION DESIGNER

IAF | 2018-2020

- Worked as a graphic designer, video editor, and lead motion designer for the IAF's Spokesperson's Unit (Digital Department).
- Increased social media engagement by 35% through innovative content design.
- Shortly after starting, I was given the role of head of social media, where I led the video and animation department and managed all the creative content across all social media platforms - Instagram (333k), Twitter (330.6k), and Facebook (1m).
- Designed social media content that gained millions of views globally, including graphic design content and informative, short, and engaging videos - all of which received millions of views worldwide.
- Left due to country relocation.