



Liav Zohar

Creative AI Lead | Art Director | Motion Designer

I am Liav Zohar – Creative leader with 6+ years of experience in advertising and digital campaigns, specializing in AI-driven content creation, motion design, and visual storytelling - crafting high-impact assets that communicate product value and brand identity.

Proven experience leading projects end-to-end, mentoring creative teams, and driving innovation through generative AI workflows in fast-paced environments.

CONTACT

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SKILLS

- Graphic Design
- Motion Design
- Video Editing
- Ai based content creation and editing

EDUCATION

- HackerU
Graphic Design Studies
- Jump Cut InMotion
Video Editing & Motion Design

LANGUAGES

- Hebrew: native language
- English: proficient

EXPERIENCE

Aug 2023 – Dec 2025: Art Director & AI Creative Specialist – Twisted

Lead AI-driven creative for digital and tech-focused advertising campaigns.

Build and manage generative AI pipelines for video, motion, and visual content.

Own projects from concept to delivery, ensuring quality, speed, and creative impact.

Mentor and train designers and motion artists in tools, workflows, and standards.

Collaborate with creative, marketing, and production teams to deliver business-driven results.

Drive adoption of new AI tools to improve efficiency and unlock new creative possibilities.

Aug 2021 – Sept 2022: Motion Graphic Designer – Twisted

Produced motion graphics and video for large-scale digital and TV campaigns.

Specialized in After Effects and Premier, compositing, tracking, keying, and sound sync.

Delivered high-quality assets under tight deadlines in dynamic team environments.

Nov 2019 – Aug 2021: Graphic Designer – Twisted

Designed branding, digital and print assets for advertising campaigns.

Developed visual storytelling through layout, typography, and concept design.

Worked closely with creative directors and multidisciplinary teams.

LEADERSHIP BACKGROUND

2017 – 2019: Fitness Club Manager – Holmes Place

Managed daily operations and led a team of instructors and staff.

Trained, mentored, and motivated team members to achieve performance goals.

Built strong people-management and execution skills.

2010–Present: IDF – Paratroopers Brigade, Battalion 202 - Platoon sergeant

Led soldiers as squad commander, explosives specialist, and platoon sergeant.

Extensive leadership under high-pressure, mission-critical conditions.

Over 300 days of active combat reserve duty since Oct 2023.

SKILLS

Creative & AI

AI-Driven Content Creation, Motion Design, Video Editing, Visual Storytelling

Tools

After Effects, Premiere Pro, Photoshop, Illustrator, InDesign

Midjourney, Veav, Stable Diffusion, ComfyUI, Runway, Leonardo, DALL·E, Flux, Veo, Higgsfield, Pika, Suno, Topaz, ChatGPT, Gemini and more

Leadership

Creative Direction, Team Mentoring, Project Ownership, Task Prioritization, Cross-Team Collaboration