



C.V. 2015

Arik Itsikson

Senior Interactive Designer

Résumé + Portfolio: groovability.com

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— Summary —

A very experienced Interactive Professional, multi-talented, with a smile and a style :)

Wide scope Interdisciplinary with a ProActive-Out-Of-The-Box approach.

A True believer in Value through Design - Design's ability is to differentiate, integrate, transform, and contribute to the enterprise and bottom-line results

— 15+ EYears of experience, Hundreds of projects —

- Rare massive experience on a variety of interactive products in the fields of Hi-tech, Advertising and media; in a variety of professional roles: Chief designer, Art/ Creative Director, UX/UI, sqStudio manager and non-ego team player l'extraordinaire.
- One Stop Shop - with a Pixel Perfect approach, mastering the complete range of Desktop and Mobile interactive projects. From Product design, Websites & Marketing, Research, Concepts, UX, branding, Graphic design, Stats, SEO, Adwords etc..
- Front-End know how: HTML5, CSS3, JS Frameworks.
- Prototyping interactive and animated content using Flash (AS3)

— Work Experience —

Supersonic Ltd - Ad-Tech | 2011 - 2015 | **Chief Designer**

All there is to Create the Supersonic Mobile and Desktop products + brand stuff + marcom.

Supersonic is a leading advertising technology platform + ad network | supersonic.com

Loolyan - Experience Design | 2010-2011 | **Senior Designer**

Loolyan is a top notch design studio boutique . Specializes in hi-tech brand and experience design for interactive media. | loolyan.com

Adler Chomsky - Adv Agency | 2009 - 2010 | **Founder and Director of the Interactive studio**

Creating the In-house online studio - find and interview the talents, create the workflow, standardization of everything, Prices, ec.

Adler - Chomski / Grey is the second largest Advertising agency in israel.

TBWA Digital - Interactive agency | 2006 - 2009 | **Art Director of the Websites dpt.**

Designing websites for the #5 Adv agency in israel. | tbwad.com

Groovability | 1998 - 2015 | **Co-Founder + everything**

Creative agency - managing 8 people in the max, served as Creative & Art Director + Hands On + Client management. In 2005 Groovability became my personal Storefront.

— Education —

Vital College (now Shenkar College of Engineering and Design) - graduated in Industrial design



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