

AVNER KOPLOWICZ

CREATIVE DESIGNER

✉ avner@avnerko.com
☎ +1 480 490 8694
🌐 [linkedin.com/in/avnerko](https://www.linkedin.com/in/avnerko)
🌐 www.avnerko.com

👤 WHY ME?

My passions are design and technology and the way they intertwine.

Throughout the last 18 years of my career, I've successfully planned, designed, led, and launched a variety of digital, UX/UI, and brand projects for both start-ups and Fortune 200 companies (B2B & B2C).

I bring with me in-house and agency experience in a variety of different industries—adtech, finance, banking, travel, technology and education—as well as markets—starting my career in Tel Aviv, Israel, before relocating to London, UK, and now Chicago, IL.

This wide-ranging experience has enriched and contributed to my professional and personal abilities, making me a knowledgeable addition to any creative department.

I'm looking for my next challenge and looking forward hearing from you.

📊 SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Animate
- Adobe AfterEffects
- HTML5 / CSS Animation
- Google Web Designer
- Typography & Layout
- UX/UI skills
- XD, Figma, Sketch, InVision
- Microsoft office (Mac/PC)



WORK EXPERIENCE

2021 - Current

Lead Digital Designer (Americas)

Avnet – Fortune 200 Technology Company

♥ Remote

- Concepting, designing & producing campaigns (awareness and performance focused), digital ads, landing pages, mailers, branding pieces, and other marketing collaterals for the America audiences
- Searching and introducing new technologies to be used within campaign ads and landing pages (VR, 3D animation and more)
- Working closely with the various sale teams, supporting sale incentives and programs, produce internal and external sale collaterals to help educate and train new and current employees
- Making sure all deliverables and templates within the America teams are aligned and up to date with the Avnet brand

2020 - 2021

Sr. Digital Designer & Developer

Citibank – CCEO - Internal Citi agency (via Tonic3)

♥ Remote

- Created digital marketing collaterals for Citi products including emails, interstitials, and other external and internal communications
- Took conceptual work from initial stages-through design and all the way to final proofs, and while communicating and presenting to internal and external Citi and other stakeholders
- Concepted, designed, and developed html5 animated digital ads for the different Citi offers and products
- Followed strict ADA compliance guidelines in both design and development
- Built design templates that were used by all team members

2018 - 2020

Sr. Digital & Web Designer

Avnet – Fortune 200 Technology Company

♥ Phoenix

- Concepted, designed & produced campaigns (digital ads, landing pages, mailers, branding pieces, and other marketing collaterals that can be easily understood by a global audience for the company's internal creative agency Pinnacle Media; and for multiple global markets (US, Asia and Europe) - saving the company >\$300k annually in agency fees
- Made sure multiple creative campaign elements delivered on time and to the highest quality (with 1000's of units per launch) in various languages and formats and including A/B testing versions
- Brought static and motion visual design through programmatic dynamic ads & HTML5 animation capabilities to the company - creating storytelling-focused campaigns and sales assets across nearly a dozen in-house as well as co-marketing brands that have driven >\$1.4 million in revenue
- Built strong working relationships with video, content and social teams - ensuring the Avnet brand presence is consistent & accurate throughout all assets, including storyboarding and illustration to deliver visuals, graphics, animations, videos and more

2015 - 2018



Creative Team Lead

myThings – AdTech Company

♥ London & Phoenix

- Lead a team of 3-4 designers, built studio processes and workflows, provide creative feedback, supervised and trained junior designers with development and performance management while assuring studios goals & SLAs have been achieved
- Planned and initiated the future development of the company’s creative abilities including working with engineers to enhance the look of technical interfaces and user interfaces
- Developed client’s creative strategies & representing myThings’ creative capabilities in sales pitches, turned prospects into customers worth > \$1.5 million in revenue

2012 - 2015



Senior Designer

myThings – AdTech Company

♥ Tel Aviv & London

- Designed and created dynamic ads that include rich content such as video and unique functionalities to over 700 worldwide clients and all under strict brand guidelines and SLA agreements
- Dedicated designer for the company’s super tier 1 clients, offered full support and worked tightly with the design teams in those companies throughout their high sale seasons

2011 - 2012



Digital Designer

ForexYARD – Global Forex Company

♥ Tel Aviv

- Designed and created landing pages, mailers, banners and internal projects constantly in line with company profile and goals
- Designed external content in more than 12 languages

2004 - 2010



Graphic Designer

YARIN SHAHAF, Cosmetology School

♥ Tel Aviv

- Designed online and print company marketing materials
- Created specific landing pages, banners, and internal design work
- Retouched images and built 3D computer models



EDUCATION

2011 - 2012



3D Modeling - '3DS MAX'

The Open University

2009 - 2010



Interactive Design

'Mentor' Graphic Design School

2006 - 2007



Web Design/development

'Mentor' Graphic Design School

2005 - 2006



Graphic Design

'Mentor' Graphic Design School

2004 - 2005



Imaging/Styling

'Abodi Creative' School of Advertising



NATIONALITIES

US Permanent Resident (Green Card holder), Israeli, German (EU)



MORE ABOUT ME

A movie buff, love to travel, Trekkie at heart