

# AVNER KOPLWICZ

LEAD DESIGNER

## CONTACTS

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## LINKS

**Portfolio**  
www.avnerko.com

**LinkedIn**  
Linkedin.com/avnerko

## EDUCATION

*The Open University-IL*  
2012

### 3D Modeling – '3DS MAX'

*'Mentor'Graphic Design School, Tel Aviv, IL*  
2010

### Interactive Design

*'Mentor'Graphic Design School, Tel Aviv, IL*  
2006

### Web Design/Development

*'Aboodi Creative' School Of Advertising, Tel Aviv, IL*  
2005

### Imaging/Styling

## SKILLS

Concepting & Production  
Creative Leadership  
Typography & Color Theory  
Performance Marketing  
Figma, XD, Ceros, InstaPage  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Animate  
Google Web Designer  
Adobe After Effects  
HTML5 / CSS Animation  
Color, Typography & Layout  
Interactive Experiences - UX/UI  
Presentations (PC/Mac)

## ABOUT ME

As a Lead Designer, I have successfully launched digital, experience, and brand projects for start-ups to Fortune 200 companies across diverse industries such as AdTech, finance, banking, travel, technology, and education.

From performance to storytelling-focused campaigns, I led design projects from initial stages to completion; while assuring ongoing collaboration with various related teams to ensure all goals and objectives were achieved.

I have gained both in-house and agency experience, starting my career in Tel Aviv, Israel, relocating to London, UK, and currently residing in Chicago, IL. My broad experience and expertise in designing various projects, coupled with my ability to create meaningful connections through design, make me an ideal candidate for any design project.

I'm a continuous learner.

## WORK EXPERIENCE

### LEAD DESIGNER (AMERICAS)

2021  
PRESENT

*Avnet – Fortune 200 Technology Company (B2B)*

*Remote*

- **Leading the conceptualization, design, production, and stakeholders' presentations** for awareness and performance focused campaigns - including A/B testing for ads and landing pages, interactive experiences, print design, motion graphics, branding pieces, and other marketing collateral for the Americas
- **Developing best practices for creative output** by learning and testing new media channels, driven by AI and Machine Learning, with Google Performance Max and other programmatic channels **resulting in 5%-9% CTR**
- Creating new layouts and designs for various projects (landing pages, interactive experiences, etc.) **from low to high fidelity and ensuring UX and UI are correctly executed**
- **Partner with content and social teams to develop creative strategies** for different channels and craft static and animated dynamic templates - used by internal teams and external agencies
- **Collaborating with various sales departments**, supporting sales incentives and programs, and producing internal & external collateral to help educate and train new and current employees

### SR. DIGITAL DESIGNER & DEVELOPER

2020  
2021

*Citibank – CCEO - Internal Citi Agency (B2C)*

*Remote*

- **Created digital marketing collaterals** for Citi products including emails, interstitials, and other external & internal communications
- **Took conceptual work from initial stages through design to final proofs**, while communicating and presenting to internal and external Citi and other stakeholders
- **Conceptualized, 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

## NATIONALITIES

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

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### SR. DIGITAL & WEB DESIGNER

Avnet – Fortune 200 Technology Company (B2B)  
Phoenix, AZ

2018  
2020

- **Conceptualized, 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**
- **Managed multiple creative campaigns, with thousands of units per launch**, to ensure the highest quality and on-time delivery in various languages and formats, 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

### CREATIVE TEAM LEAD & SENIOR DESIGNER

MyThings – AdTech Company (B2C & D2C)  
Tel Aviv, IL – London, UK – Phoenix, AZ

2012  
2018

- **Led a team of 3-4 designers**, built studio processes and workflows, provided creative feedback, **supervised and trained junior designers with development and performance management** while assuring studio goals & SLAs were 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**
- Designed and created dynamic ads that include rich content such as video and unique functionalities for **over 700 worldwide clients** - all under strict brand guidelines and SLA agreements
- Acted as a **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 sales seasons

### DIGITAL DESIGNER

ForexYARD – Global Forex Company (B2C)  
Tel Aviv, IL

2011  
2012

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