

Eran Luzon

Lead Motion Designer | AI Creative Technologist

Tel Aviv, Israel | luzon10@gmail.com | [Portfolio](#) | [Showreel](#)

PROFESSIONAL SUMMARY

Dynamic, impact-driven Creative Manager and Motion Director specializing in B2B SaaS marketing, brand strategy, and high-converting performance campaigns. Proven track record of spearheading multi-platform video marketing initiatives, developing compelling visual narratives, and optimizing creative pipelines. Expert in bridging artistic innovation (including advanced Generative AI workflows) with data-backed conversion goals, working cross-functionally to drive brand equity and user acquisition.

CORE EXPERTISE

- **Creative & Art Direction:** Creative Strategy, Brand Identity, Visual Storytelling, Brand Guidelines.
- **Motion & Video Marketing:** Motion Graphic Design, Multimedia Production, High-Converting Video Ads.
- **Advanced AI Workflows:** AI-Driven Image & Video Generation (Midjourney, Higgsfield, Nano Banana, Weavy), Rapid Prototyping.
- **Marketing & Growth Strategy:** Performance Marketing, Client Retention, Campaign Asset Iteration, Cross-Functional Alignment.

WORK EXPERIENCE

Freelance Creative Manager & Motion Director | Jan 2023 – Present

Key Clients: Salto, Anchor, BeezB, PDQ, InfiniGrow, Port, Celery

- Conceptualize and produce high-performing video assets and static ad creatives optimized for paid social, performance marketing, and global brand awareness campaigns.
- Integrate cutting-edge Generative AI tools to accelerate visual prototyping, streamline design concepts, and scale asset production.
- Maintained a high rate of client retention and recurring contracts by consistently delivering visual assets that hit performance and brand goals.
- Led creative workflow optimization for BeezB's media pipeline, streamlining collaboration among global studio designers to enhance delivery speed.

Creative Manager | InfiniGrow (Acquired by Amplitude) | May 2022 – Dec 2022

- Established a unified visual storytelling approach, driving brand consistency across all primary digital marketing and customer-facing channels.
- Defined the corporate brand tone, visual messaging, and creative guidelines across critical touchpoints, including core website pages, marketing newsletters, and digital advertising.
- Developed demand pipeline marketing materials and high-engagement digital motion assets to optimize web traffic and boost user conversion rates.

Creative Manager | Oribi (Acquired by LinkedIn) | Jan 2021 – Mar 2022

- Led corporate video production initiatives from concept to execution, aligning brand identity and marketing messaging across high-impact product-led acquisition campaigns.

- Managed end-to-end production budgets of up to \$20K per project, hiring niche creative professionals and coordinating with external animation and design studios to deliver premium marketing assets on schedule.
- Partnered cross-functionally with Product, Growth, and Sales teams to deploy cohesive multi-channel marketing campaigns and assets.
- Refined design and motion strategies by reviewing campaign performance feedback to maximize engagement across digital platforms.

EDUCATION

- **M.Des. in Visual Communication** | Bezalel Academy of Arts and Design, Jerusalem | 2024 – Present
 - *Awarded the Merit-Based Excellence Scholarship (First Year).*
- **International Graduate Exchange Program** | Moholy-Nagy University of Art and Design (MOME), Budapest | 2025
 - *Specialized graduate studies within the MA Animation Program, focusing on scriptwriting and interactive animation development.*
- **Animation Production Certification** | Bezalel Academy of Arts and Design, Jerusalem | 2021 – 2022
- **B.F.A. in Screen-Based Arts** | Bezalel Academy of Arts and Design, Jerusalem | 2016 – 2020
 - *Specialization in Stop-Motion & Experimental Animation. Developed a distinct blended collage technique utilizing physical and digital tools.*

PROFESSIONAL RECOGNITION & CURATION

- **Selection Committee Board Member & Lector** | ASIF Animation Competition, Animix Festival | 2023 – Present
 - Evaluate and curate contemporary professional and student animated works for Israel's premiere animation festival.
- **Independent Film Director & Co-Creator** | Global Film & Animation Festivals | 2020 – 2022
 - Directed and co-produced the award-winning animated short film "**This Is Only Getting Worse**" (2020); screened at multiple international festivals, earning *Special Mention* (StopTrik), *Best Art Direction* (MELECH Tel-Aviv), and *Honorable Mentions* (Warsaw Animation Festival, UTOPIA).
 - Developed independent film project "**White Noise**" (Concept/Trailer stage); secured a 75,000 NIS production grant from the Jerusalem Film & Television Fund.
- **International Program Participant** | Cannes/Annecy MIFA Campus (France, 2022) & AnimaSyros Workshop (Greece, 2023)
 - Selected for exclusive international programs focusing on global animation project management, production pipelines, and short film pitching strategies.

TECHNICAL SKILLS & TOOLS

- **Design & Motion:** Adobe After Effects, Premiere Pro, Photoshop, Illustrator, Figma, Blender.
- **Generative AI Tools:** Midjourney, Higgsfield, Nano Banana, Runway, Weavy (Advanced image/video generation workflows).
- **Methodologies:** Visual Asset Management, Creative Project Lifecycles, Cross-Functional Collaboration, Pipeline Optimization.