

Yael Sahar

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<http://www.yaelshar.com>

646-241-6921

Objective:

To establish and lead teams of creative individuals on projects of large scope and high quality, while maintaining a fine balance between excellent design and business objectives

Summary:

Senior Creative Director with ten years experience in the online and interactive fields, five of which in leadership position in the online and mobile games industry. Proven track record in building and leading teams of professionals. Clients include Microsoft, Yahoo!, Comcast, Electronic Arts, France Telecom (Orange) among others.

Specialties: product & UI development with emphasis on white label solutions, online marketing creative strategy, and product brand marketing.

Professional Experience

2005 – Current

Oberon Media Inc., NY | Senior Creative Director

- Responsible for product UI and design across online and mobile platforms, brand marketing for global publishing as well as online & mobile marketing creative support.
Oberon's Game Center platform has been adopted by some of the world's largest corporations including Microsoft, Yahoo!, Electronic Arts, and France Telecom (Orange). The platform combines casual-game content, merchandising, live community and other features to fulfill each partner's specific needs.
- Leading multiple teams of art directors, designers, animators and web developers to execute top-level products.

2002 – 2005

Yael Sahar Design | Creative Director

- Specialized in Brand development across online and printed medias.
- Clients include: Oberon Media, MSN, About.com, ICQ, Lycos UK, Plum Benefits, Bulfinch Hotel, Platt Architects, JVP Venture Capital and Xenia Ventures.

2000 - 2002

Gizmoz Inc., NY | Senior Art Director

- Interactive design & animation Art Director
- Leading a design team throughout all stages of design and implementation
- Clients include: The WB Television Network, Sony, Vivendi Universal and AOL.

1999 - 2000

Vizooal Inc., NY | Art Director

- Interactive design & animation Art Director
- Leading a design team throughout all stages of design and implementation
- Clients included: Cisco Systems, PlusOne Inc

Teaching Appointments

2003 - 2004

- **Holon Academic Institute of Technology, Holon, Israel**
Department of Visual Communication
Interactive Design professor for third and fourth year
- **Ascola Meimad School of Art & Design, Tel-Aviv, Israel**
Department of Digital Media
Interactive Design professor for third year

Education

Bezalel Academy of Art and Design, Jerusalem, Israel
Department of Visual Communication
Bachelor of Design, (honors) July 1999
Visiting Student Scholarship School of Visual Arts NY, 1997 - 98 fall semester

Awards

- America-Israel Cultural Foundation Award of Excellence in graphic design 2000
- Mayer Award for Package Design 1999
- Israeli Association of Graphic Designers - 1999 exhibition design award
- Visiting Student Scholarship School of Visual Arts NY, 1997 fall semester