Chen Litman — Creative Director & Motion Designer

Professional Summary

Creative leader and multidisciplinary 3D and motion designer with 15+ years of experience across creative direction and hands-on production. At Dramaton, grew from UA creative into leading end-to-end marketing creative across UA, playable ads, ASO, Google Play and App Store. Integrated AI across ideation, asset creation, design, animation and delivery, while building automation and custom tools to accelerate production and testing. Expert in Adobe Creative Cloud, especially After Effects, with AI tools and Unity-based asset production.

Work Experience

Dramaton | Head of UA Creative
2022 – 2026
Progressed from UA creative into a leadership role owning end-to-end marketing creative production. As AI became integral to the workflow, expanded beyond UA to playable ads, ASO, Google Play, App Store and broader marketing assets. Led production from concept and scripting through AI asset creation, design, animation, testing and delivery. Built AI workflows, automation and custom tools to increase speed and scalability, working with growth, product and marketing teams around performance goals.

Independent 3D and Motion Design Studio | Owner and Creative Director
2010 – Present
Led multidisciplinary 3D and motion projects from concept to delivery, including architectural visualization, brand films and web/mobile animation.

Holon Institute of Technology | Lecturer & Software Instructor
2021 – 2022
Taught design software focused on practical professional workflows.

Mentor college | Creative Software Instructor & Curriculum Developer
2012 – 2021
Developed advanced Adobe Creative Suite curricula and training. Trained hundreds of designers and creative professionals, including students at Shenkar and Bezalel.

Hue Studio | 3D Designer
2008 – 2010
Designed 3D exhibitions, complex displays and television sets.

Education

2004 – 2008: Bachelor's Degree (B.Des.), Department of Set Design
Shenkar College of Engineering Design and Art.

Languages:

Hebrew: Native / Fluent
English: Professional Working Proficiency

Personal Interests:

Chess player, tennis player, and avid music enthusiast.

- Head of UA Creative
- Team AI Specialist
- 3D & Motion Specialist
- Adobe Certified Expert

CORE EXPERTISE:
End-to-end creative
AI workflows & asset creation
UA & performance creative
Playable ads / ASO
Google Play / App Store
After Effects / Adobe CC
Automation & custom tools
Unity asset production

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