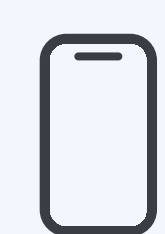




ITAY WOLFSON

Art Director · Designer · AI Creative

Contact

-  054-9755114
-  shnitos@gmail.com
-  Portfolio
-  [LinkedIn](#)

Core Expertise

- AI
- Creative
- Art Direction
- Brand & Visual Systems
- UI / UX Design
- Motion Design

Tools

-  AI Creative Tools
-  Figma
-  Adobe Creative Cloud

Profile

Art Director with 15+ years of experience across technology, cybersecurity, advertising, and digital products, combining brand, motion, product storytelling, and AI-driven creative.

Experience

- Independent Art Director & Designer 2025 - Present

Working with technology and cybersecurity companies across brand, product marketing, digital, motion and AI-driven creative.

Selected clients: Google, Joon, BioRaptor, Gilat, Nexus Energy
- Visual Designer / Media Creator - Google SecOps 2022 - 2025
 - Designed and evolved the Google SecOps Showroom design system.
 - Created product storytelling, presentations and marketing experiences.
 - Produced motion, recap videos and digital campaign assets.
- Art Director - Siemplify ★ Acquired by Google in 2022 2017-2022
 - Led the company's visual identity across brand, product, web, campaigns, events and video.
 - Led the art team and created work across product UI, marketing, motion and physical experiences.
 - Worked from concept to execution across digital and print touchpoints.

Earlier Experience

- Freelance Art Director & Designer 2013 - 2017
- Digital Art Director - Y&R Israel 2011 - 2013
- Art Director - Broadcast 2009 - 2011

Education

- B.A. in Visual Communication — HIT 2005 - 2009

Graduated with honors