

Idan Vardi

Motion Design and Creative Manager

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Summary

I lead teams in producing videos, motion graphics, and designs for all product marketing initiatives, spanning both Brand and Performance.

With over 15 years of experience, I have worked in and for major SaaS, product, and tech companies.

For the past five years, I worked at monday.com, where my most recent role was as a team manager.

My team produced videos for digital campaigns that monday.com invested about \$1.5M per month to promote on YouTube, Facebook, and other platforms, generating substantial ARR.

With a strong background as an animation and motion graphics expert, I guide teams of motion designers, video professionals, and creatives in producing high-quality videos.

Aligning with the company and campaign objectives and metrics, I collaborate closely with company stakeholders and clients to create impactful messaging, creative and visual content.

Skills | Marketing, Motion and Video Production

- Experience with Brand and performance creative, messaging, script, storyboard, videoboard, and animation.
- Developing videos and visual assets for various purposes, including YouTube and Facebook campaigns, explanatory videos, email marketing, main website, landing pages, partner events, sales materials, localization needs, and internal use.
- Planning an efficient production to generate video content in various formats, for all channels and A/B tests.
- Actively involved in numerous branding processes.
- In-depth knowledge of the product and its sign-up funnel, along with a comprehensive understanding of the target audience, to create impactful content.
- Using tools to test textual and visual content with users throughout the creation process, to gain early insights and make adjustments before launching a campaign.
- Monitoring campaign performance and drawing insights to optimize and improve future efforts.
- Adopting AI for text messaging and scriptwriting, for storyboards and for online use only in specific cases.

Skills | Managerial

- Strong interpersonal and communication skills (references available upon request).
- Experienced in creating structured and efficient workflows in fast-paced, dynamic environments.
- Conducting job interviews.
- Conducting regular managerial routines, including team weekly meetings, 1 on 1 weeklies, cross-team collaboration sessions, daily stand-ups, and occasional offsites.
- Carrying out semi-annual performance reviews to assess progress and set development goals.
- Mentoring team members to achieve excellence and foster positive contributions to the company.
- Playing a key role in reorganization processes, improving workflow and human interactions.
- Collaborating effectively with clients and all departments across the company.

Experience

Motion Design for Marketing Team Manager | [Monday.com](#)

2022–2024 | Tel Aviv, IL

Monday.com (\$11.5B) is globally renowned for its performance marketing success. In my role as a manager in the marketing department, I led my team in producing hundreds of assets for various marketing channels. The company spends approximately \$1.5M per month on digital campaigns, and our work has played a key role in retaining ARR, justifying this level of investment.

- Managing a team of motion designers in creating ads.
- Taking part in campaign messaging and briefing.
- Overseeing the production process, script writing, storyboards, video board, design and animation.
- Maintaining constant communication with multiple stakeholders across all marketing channels to quickly resolve issues in a dynamic environment.
- Prioritizing team's tasks and projects daily, based on data and key metrics to manage human resources efficiently and meet company goals.
- Improving workflows and team organization, with proven experience in driving processes, consolidating teams, and addressing dysfunctional interactions and performance issues in and between teams.
- Monitoring team project's metrics and ensuring all members are integrating data insights into their work.
- Personnel management, with focus on employee professional development.

Senior Motion Designer | Monday.com

2020–2022 | Tel Aviv, IL

Joining monday.com with my experience as a studio founder, director, and producer, I independently handled projects and responsibilities while effectively managing communication with stakeholders, c-level management, and partners.

- Created complete videos independently from ideation and script to storyboarding, videoboarding, design, animation, and overseeing narration and sound production.
- Self-managed (with guidance) and prioritized tasks in alignment with company goals.
- Implemented MVP strategies in creative production.
- As a senior team member, I mentored colleagues in weekly one-on-ones in preparation for my next role.
- Reviewed portfolios and conducted job interviews for designers who eventually became part of my team.
- Highlighted Projects: Adobe-Monday integration video | KPMG videos for partnership proposal | The monday.com IPO roadshow motion bundle | monday.com app launch video | Developed the motion graphic packaging for the 2020 Elevate conference.

Studio Founder and Manager | Idan Vardi Animation Studio

2019–2020 | Tel Aviv, IL

Driven by my own vision of how an animation studio should operate, I founded my own studio, hiring designers, animators and other professionals as needed for various projects.

- Served clients from the USA and Israel, including **Eko.com video marketing, Medtronics Biotech, Dalia Energy Plant, and Martial Arts Gym Management Platform.**
- Operated the business, while producing and directing the entire video creation process and workflow.
- Managed a small team of in-house motion designers and freelance contractors from around the world.
- Learned CRM management and conducted an intensive search for clients and suppliers over several months.
- Eventually secured a retainer contract with eko.com and served as their in-house studio.

Studio Co-founder and Animation Director | Poink Animation Studio

2014–2019 | Tel Aviv, IL

Co-founded an animation studio with a joint vision to create better, well crafted animated videos. In Israel's

animation studio industry our studio was highly regarded and known for its high-quality work - In direction, design, and animation. We created videos for some of the biggest clients in the tech, music, and advertising industries.

- Served clients from the UK, USA and Israel, including **Microsoft, NHS, WIX, Kinder Bueno, Amdocs, Playtika, WalkMe, Glasses USA, Optimove, Osem and more.**
- Defined project goals with clients and developed the brief and messaging.
- Directed the videos and led a team of in-house and freelance motion designers.
- Kept constant communication successfully with clients for feedback and revisions.
- Co-managing the business and operation.
- Hands-on scriptwriting, storyboard, videoboard and animation.

Co Founder and Head of Creative | **Cadaboo**

2011 - 2013 | Tel Aviv, IL

After working with Pill Animation Studios for some time, the studio owners invited me to join their start-up venture as Head of Creative. Together, we raised \$500K USD and embarked on developing a web application that generates personalized videos using animation.

- As head of creative and an animation Director, I oversaw the production of thousands of animation assets and designs over the course of two years.
- Managing a team of in-house and freelance animators and designers.
- Collaborative direction of the video content on the platform.
- In-depth understanding of the technology behind the platform and implementation of various technical requirements in the creation of visual assets.
- Managed a large and complex inventory of graphic materials.
- Hands-on scriptwriting, storyboard, videoboard and animation.

Freelance Animation Video Creator | **Self-Employed**

2008 - 2011 | Tel Aviv, IL

As a freelance animator I developed animated content for clients in advertising, entertainment and children's channels.

Created full videos as a director, an animator and a designer for various clients such as: **Mccaan Erickson, Baby First TV, Pill Animation Studio, Hop Kids Channel, Primus, Ananey Communications** and more.

Lecturing and Teaching

2018 | Lecturer at Shenkar college of engineering, design and art.

Developed and taught a course on character animation in Adobe After Effects, guiding students through hands-on projects and animation techniques.

2012 - 2013 | Lecturer at Minshar School of Art

Taught animation foundations and key principles, while providing feedback to enhance students' skills.

Education

2005 - 2008 | Student of animation at Minshar School of Arts, Tel Aviv, IL

2004 - 2005 | Student of animation at Camera Obscura School of Arts, Tel Aviv, IL

References available upon request