

GERRY RUFMAN







SENIOR MOTION GRAPHICS DESIGNER AND ANIMATOR

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Professional Summary:

Motion Graphics Designer and 3D Animator with 15+ years of experience in streaming, broadcast, and global advertising. Credits include The Boys (Amazon Prime), Halo (Paramount+), and HBO, with additional work for JPMorgan Chase, SolarEdge, and the United Nations. Specializes in After Effects motion design, Houdini procedural VFX and simulation, and Cinema 4D. Proven track record leading production teams, building global workflows, and delivering high-end work on tight broadcast timelines. PROMAX Gold Award winner.

Professional Experience:

-  **Lead Motion Graphics Designer** | [SolarEdge](#), New York, United States | Nov 2022 - Present (Long-term Contract)
- Defined and own the global motion graphics language across all worldwide marketing products and campaigns.
 - Architected end-to-end production workflows for global campaign adaptation across tens of languages, integrating advanced After Effects tooling and AI-powered workflows.
 - Manage a team of 3 motion graphics artists, overseeing quality, consistency, and delivery.
-  **After Effects Instructor** | [Noble Desktop](#), New York, United States | Jul 2022 - Present (part-time)
- Teach After Effects across a multi-level course series covering core animation, advanced techniques, compositing, and VFX tracking
 - Redesigned the Portfolio course from the ground up, boosting student engagement and measurably improving project quality.
 - Developed and maintain an industry-aligned syllabus keeping curriculum current and career-focused.
-  **Senior Motion Graphics Artist** | [Rocket Science VFX](#), Toronto, Canada (Remote) | Jul 2021 - Jul 2022
- Produced motion graphics, 3D assets, and VFX for The Boys (Amazon Prime) and Halo (Paramount+).
 - Designed and animated the complete fictional TV universe for The Boys, creating all in-show fake network branding, show packages, and broadcast graphics.
 - Delivered across two major simultaneous streaming productions within a fast-moving remote VFX pipeline.
-  **Motion Graphics Designer and Video Artist** | [JPMorgan Chase](#), New York, United States | Jan 2020 - Jul 2021
- Led art direction for the bank's global media department, defining a cohesive visual brand across all digital and internal channels.
 - Produced keynote presentations and event graphics for high-profile conventions featuring government ministers and US military generals
 - Created the graphics package for CEO Jamie Dimon's office.
-  **Motion Graphics Designer and Video Artist** | [Keshet Media Group](#), Tel Aviv, Israel | Aug 2018 - Nov 2019
- Developed motion graphics and creative ads for major Israeli ad agencies, collaborating directly with creative directors on design, planning, and execution.
 - Consistently exceeded expectations across a high volume of broadcast and digital projects, maintaining high creative standards throughout.
-  **After Effects and Cinema 4D Animator** | [Post Office Production & Design](#), Tel Aviv, Israel | Feb 2013 - Jul 2018
- Contributed to building the studio into the highest-volume ad producer in Israel, with the majority of primetime TV commercials airing nightly produced in-house.
 - Served as artistic lead for TV and digital media projects across the largest advertising agencies in Israel.
 - Delivered key animation work for Israel's Tourism Ministry campaign, reaching tens of millions of viewers across Europe.


Awards

-  Earned PROMAX GOLD Award for a Graphic Package on the International Channel BabyTV, for **JCS Post Productions**.

Skills

Motion graphics design · 3D animation · VFX and compositing · Procedural simulation · Global workflow development · Team leadership · Video mapping · Multilingual: English, Hebrew, Spanish · After Effects · Houdini · Cinema 4D · Redshift · Unreal Engine · Adobe Creative Cloud · AI-enhanced workflows · Post-production painting and tracking

Education:

 **Art of Design School of Visual Arts** New York, USA

 **Cinematography Camera Obscura** Tel Aviv, Israel