



MARCELO MORDOCH

DESIGNER

CONTACT

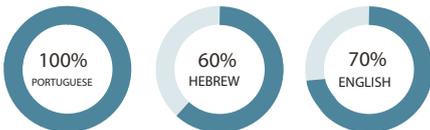
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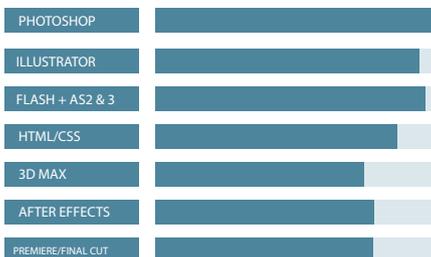
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LANGUAGES



SKILLS



Domain in Photoshop, Illustrator, Html, CSS, Flash, After Effects, Premiere, Final Cut, E-commerce Platforms, 3D Max, inDesign and Video and Photo Manipulation. Experience in Projects and Concepts Developments, Printed Pieces, Layout, Banners, Websites, E-commerce, Email Marketing and Animation, Branding, Management Information, Navigability and Interactivity.

ABOUT

I was born and raised in Bom Retiro, a Jewish immigration neighborhood and major textile production center. After the holocaust my grandparents emigrated to Brazil and established there, starting the clothing store. That has been my family business since, and in the 80's and 90's did many of "755", one of the biggest fashion companies at that time, productions. My father is a electrical engineer, physicist and administrator and my mother is a plastic artist. Growing in this diversity environment, I was able to develop both my artistic and analytic capacities, which were important for me as a designer.

Between 2002 and 2004, I lived in Israel and now I'm looking for a job opportunity there to grow even more as a professional and a human being.

As a professional, creativity and thirst for innovation are highlights of my personality that differentiate me from average. People use to do things always the same way and don't look for other answers to make the job but I believe that think "outside the box" is a good way to find new answers that can solve all kind of challenges and help you grow. For me, as well, a good organized team analysing all the details of the project is the best way to a reach all goals and do a better work.

EDUCATION

In 1994, at age 7, I started to learn hebrew at "Renascença - Jewish school" in Sao Paulo and in 2002 I moved to Israel to study at Ayanot. After 1st and 2nd high school there, in 2004 I got back to Brazil to complete my basic education in Bialik High School.

After graduated, I started to study Digital Design at Anhembi Morumbi College still in Sao Paulo, getting my degree in 2009.

WORK EXPERIENCE

At first I worked with 2D animations in Flash, Graphic Design, cards and posters, and retouching photos wedding photo books.

At this point I was ready to embrace my first big project: develop a website for Anhanguera College, a big private university in Brazil. That work was the first step that encouraged me to always give my best. Ever!

That project can be seen at <http://anhanguera.com/home>.

That first big step leaded me to another important project, the development of a great ecologic App called "Eco1". Being the first Ecologic Video App in Brazil, it was published in a renowned Brazilian magazine about business, called "IstoÉ Dinheiro".

After that I got a Art Director Assistant opportunity at one of the Top 5 Brazilian Design Agencies. At Sinc - Euro RSCG 4D, a now closed company. I was able to create to big national and international brands as LG, Caixa (national bank), Net (Telephone, Internet, Cable TV), Google, Saraiva (book store), Brasif and Duty Free.

You may find more informations about the company at: https://pt.wikipedia.org/wiki/Sinc_Digital.

Looking for new challenges, I still work in MTMpublicidade, a Brazilian publicity agency, creating high complexity and innovative concepts, websites and interactives panels for Real Estate Agencies publicity.

As a Art Director at entre2pontos I developed graphic solutions and material for big brands like Wickbold (food segment), Avon (cosmetics segment), Pampers, Anaconda and Marinex.

Getting close to my origins and wanting to use my textile segment knowhow, I started to focus in Fashion Companies. At first I worked for "Mario Queiroz", a major fashion brand, that shows your collections on São Paulo Fashion Week, led by designer who named it. Then, I developed all the marketing, advertising and identity as email, landing pages, promotional events and e-commerce necessities for Daslu, a exclusive high society brand in Brazil.

Still wanting to involve my artistic abilities, I decided to try a new segment and started to work as scenography, creating with wood and painted structures for concerts and operas, mockups, prototypes and costumes for theater plays and special effects for TV. All this knowledge was use to help create promo videos for TV as a Director's Assistant. Some of that work can be seen in some TV's commercial of Uno (automobile segment), Natura (cosmetic segment), Vivo (mobile segment), logurte Itambé Grego (food segment).

Already as a Art Director I managed big accounts as LG, Omron (healthcare equipments), Logitech, Symantec, Sony and Vivo.

Internship in Israeli company: Tomigo, as designer, building videos that explain what we do. Nowadays, I started a collaborative company to bring together professionals from different segments and develop new ideas that can make social changes in people's life through sustainable and education projects.