

OVERVIEW

Raanan Gabriel is an international Design Director and Brand Strategist who focuses on bespoke typography, image-making, and visual identity across a diverse range of media and sectors.

EXPERIENCE

Design Director (Raanan Gabriel, NYC) | 2014—Present

- ◆ ***Games For Change (G4C)***
 - Led the design and branding work for G4C—a non-profit organization that facilitates the creation and distribution of social-impact games.
 - Established the brand identity for the G4C's Annual Festival, the leading event for video games beyond entertainment and the largest gaming event in NYC.
 - Served as design lead for the Games & Media summit (in partnership with the Tribeca Film Festival)—highlighting emerging platforms and new experiences such as VR and AR in the field of social innovation.
 - Branded the National G4C Student Challenge, a digital game-design competition collaboration with the NYC Department of Education that invites middle and high school students to create original games about real-world issues impacting their communities.
- ◆ ***Jasmin Vardimon Dance Company (JVC), UK***
 - Since 2004, branded and designed the visual communication of the company. JVC is renowned for their uniquely theatrical choreographic style combining physical theatre, innovative technologies, text, and dance. The company tours internationally, performing at high-profile theaters throughout the Europe, Asia, and the USA.
 - Art direction and design for the following shows: *Lullaby*, *Park*, *Jastitia*, and *Pinocchio*.
- ◆ ***Triplay Inc.—a cloud-based ecosystem***
 - Rebuilt the design process and rooted UX at the core in the creation of a multi-platform applications suite in the fields of music, photos, videos, and audio-books.

Creative Director (Neave Creative LLC, NYC) | 2012–2014

- ◆ **Rebranded a \$250 Million supermarket chain: Best Market.** Conducted and led strategy workshops to identify Best Market's vision and mission. Led the creative and design teams, establishing the brand language, guidelines, and practice for real-time needs.
- ◆ **Consultant on design at bMuse**, an innovative studio that creates new-media experiences in a variety of fields such as video-editing, games, education, and health

Creative Director and Brand Strategist (Empax Inc., NYC) | 2010–2011

- ◆ Directed the creative, design, and production teams in the implementation of successful commercial principles (marketing strategy and rapid innovation) into the non-profit arena for clients such as Majora Carter Group, Harlem United, NRDC (The Natural Resources Defense Council), and Set America Free Coalition.

Creative Director and VP Production (MRM Worldwide, McCann Erickson, NY) | 2009–2010

- ◆ Led the creative, UX, and technology teams to win multi-million dollar accounts of top-tier clients including MasterCard, The Home Depot, General Motors, Lunesta, and Diageo.
- ◆ Built a new production department and disciplines, while applying new approach to execution: ‘Agile’ Development’ and ‘Scrum Methodology’, ‘Creative Incubator’ and fast prototyping/proof-of-concept tactics.

CEO, Co-Founder (Blue Goo, Tel Aviv, Israel) | 2006–2009

- ◆ Founded and directed the creative vision and business strategy of a boutique firm and directed it through its acquisition by MRM Worldwide (McCann Erickson Inc.).
- ◆ Led the design and development team in creating work for leading global clients including Vodafone, Audi, Siemens, Russian Standard, Stanton, and many others.

Founder & Lead Designer (Gabriel Studio, Tel Aviv, Israel) | 1994–2005

- ◆ Pioneered work in mobile email and location-based services for Axis Mobile (acquired 2008): Directed the design, UX, and high-end prototypes for global partners and international mobile operators such as MTV, Motorola, Siemens, and Sony Eriksson, Unicom, Vodafone, Telefonica, and many more.
- ◆ Created nationally renowned typefaces such as Veto, Still, and Vase, which led to a dramatic transformation of the Israeli typographic and visual scene as a whole. These typefaces were used extensively in all media, from commercial TV and traditional advertising to Web and mobile.

Israeli Air Force | Aviation Officer (Captain) | 1983–1990

EDUCATION

- ◆ **Saint Martins (London, UK) | MA in Communication Design | 1998**
- ◆ **Bezalel Academy of Arts & Design (Jerusalem, Israel) | BA in Design, Cum Laude | 1994**

TEACHING EXPERIENCE

- ◆ **Holon Institute of Technology (Israel) | Design Thinking (class), Thesis Mentor | 2004-2006**
- ◆ **Shenkar College of Engineering & Design (TLV, Israel) | Designer is a Brand (class), Mentor**

EXHIBITIONS

- ◆ Redefining Poetry, Parallax Magazine, 2016
- ◆ Change in Me, 69 Gallery, Tel Aviv, Israel | 2012
- ◆ Muchalero and Busking Band, Markisches Museum, Group Show, Witten, Germany | 2010
- ◆ Dream’s Speculator, Petra Rinck Galerie, Solo Show, Dusseldorf, Germany | 2010