MARCELO MORDOCH

SENIOR ART DIRECTOR

Ideas. Visual systems. Digital experiences.

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Portfolio: staytogether.com.br/Marcelo

Art director with 17+ years of experience across branding, campaigns, motion and digital experiences in Brazil and Israel. I use design, motion and UX as tools to find the right visual language for each problem.

SELECTED EXPERIENCE

Mental Marketing / São Paulo, Brazil — MAR 2023 - MAR 2024

Motion design, videos and interactive HTML5 banners for B3/HUB3, C6 Bank, CNA, ClickBus, Mercato, Lwart and Mitsubishi. Focus on animation and production of campaign assets.

Zivlin / Tel Aviv, Israel — JUN 2020 - SEP 2021

Visual design and campaign materials for Warner Bros./DC, FedEx, Kfar Saba Municipality and Coral World. Hebrew film-title adaptations, lettering, print advertising and digital banner rollout.

Badarom Technologies / Tel Aviv, Israel — FEB 2018 - JUN 2019

Interfaces, educational videos, motion graphics and interactive training experiences for Gett Taxi, Skybox, Perach and Kramer Electronics, alongside internal product rebranding.

EARLIER EXPERIENCE

Concept · Tomigo · Cuattro · Daslu · Entre Dois Pontos · MTM Publicidade · Sinc Digital · Softv · Mais Grupo

EDUCATION & TRAINING

B.A. Digital Design / Universidade Anhembi Morumbi / 2005 - 2009
UX/UI Design / Udacity / 2021
Photography / Oswald de Andrade / 2010
Cybersecurity / Hackers do Bem / 2024 - 2025
AI Filmmaking / Instituto FALA / October 2026

TOOLS & LANGUAGES

Photoshop · Illustrator · InDesign · After Effects · Premiere · Figma · Sketch · XD
HTML / CSS / JavaScript · WordPress · AI-assisted workflows · n8n

Portuguese: Native English: B2 Hebrew: B2+