

Sohini Hadas Tal

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EDUCATION

Bezalel, Academy for Arts and Design, Jerusalem
Bachelor of Fine Arts (BFA) , Screen-Based Arts Department

October 2010 - July 2014

- Specialized in 2D animation
- Cumulative GPA: 3.46/4.00
- 'The Perach Tutorial Project': Mentored students from a disadvantaged socio-economic background

Shenkar - Engineering. Design. Art Academy, Ramat Gan
Department of Interior Building & Environment Design

October 2007 - July 2009

PROFESSIONAL HISTORY

Beit Hatfutsot: The Museum of the Jewish People, Tel Aviv.

August 2019 - Present

Animation Director | Animator

- Directed animation and script in collaboration with the production team
- Adapted the written script provided by the client to a visual storyboard
- Developed concept art and character design
- Created the 2D animation
- Directed AFX and sound design

The Liberal magazine

May 2019 - Present

Editorial Illustrator

- Illustrated and designed several double page spreads for a variety of articles on different topics such as: Local politics, culture and commentary

Sydney Signs Portal - Wall Graphics & Signage in Sydney, Australia

August 2013 - Present

Art Director | Illustrator

- Custom made graphic designs and illustrations according to the client/business needs
- Collaborated with office managers, interior designers and the production team based in Australia
- Developed a full interior concept art design for joined work spaces
- Prepared each design for the on-site installation team

The Israel Government Advertising Agency | Civil Service Commission

April 2019 - June 2019

Director | Art Director | Motion Designer

- Script development
- Conducted research for cultural reference points
- Created concept art and video board
- Produced and managed the animation production team
- Designed and prepared the final artwork for animation

Ha'aretz | Digital division

November 2018 - May 2019

Creative Director | Motion Designer

- Worked closely with the Chief Editor and Art Director to rebrand all video content
- Conceptualized and produced video packaging for existing and new digital products
- Customised each package for various digital platforms
- Supervised and supported the final products use by Ha'aretz studio team

Art Director | Creative Director

- Worked hand in hand with the Chief Editor and reporters in story research
- Developed a relevant, fresh, comprehensive, digital oriented visual interpretation for each story
- Directed interviews, stand-up reports, documentaries and short explainers on set
- Responsible for daily/weekly agenda of each studio member
- Managed the creative team personal
- Designed brand appropriate illustrations, motion graphics and typography
- Created graphic and motion templates for implementation of the design into all of the desk products
- Interviewed potential employees and studio team members

Hand in Hand School for Bilingual Education in Jerusalem

November 2014 - July 2017

Volunteer | Various Activities

- Helped to restore the school and support the students and staff after the school was subjected to an arson attack
- Collaborated with the students in creating a wall mural expressing their feelings and thoughts of the traumatic event
- Facilitated 'Personal Diary' class, exploring the students personal stories and identity references through documentation and writing, followed by a creative process where the students tell their stories in various forms of visual media

The Jerusalem Center for the Performing Arts

April 2013 - August 2016

Video Art Director | Animation Director

- Coordinated with the senior director, producers, animators and performing artists
- Collaborated with performing and visual artists in creating a unique video art for each concert
- Developed numerous visual concepts according to the requirements of each show

Awards | Distinctions | Exhibitions

An Odd Love Story (2018) | Short Animation Loop

- 2018 | Outline Festival - Illustration and Poetics in Jerusalem - Animation Exhibition

Dozen (2016) | Animated Documentary Web Series Pilot

- 2016 | Made for Web 0.3 - International development and production award

LUMA (2014) | Short Animation Film

- 2014 | Haifa International Film Festival- Winner - Best animation movie
- 2014 | ASIF Festival for Israeli Animation - Honorable mention
- 2015 | China International Animation and Digital Arts Festival (CICDAF) - Special jury award
- 2015 | TENTH CILECT Prize Competition - 3rd place
- 2015 | Anima Mundi Film Festival, Rio de Janeiro & Sao Paulo - Official Selection
- 2015 | SSFF- Short Shorts Film Festival & Asia, Tokyo, Japan - Official Selection
- 2015 | Landshut Short Film Festival, Landshut, Germany- Honorable mention

AirTime (2012) | Short Animation Film

- 2013 | One Minute Festival, Brazil - Best Short Animation award

Skills

Computer | Adobe Suite, Microsoft Office Suite, Autodesk 3DS MAX, TVPaint

Languages | Hebrew - Native | American English - Fluent | French - Conversational