

# Moran Kal

## Chief Creative Officer

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An award-winning CCO / Creative Director with 14+ years of professional experience in Israel and South-East Asia, specializing in web3, advertising, product design, creative for various digital platforms, and more. Moran worked for the biggest global agencies promoting the world's top brands, agendas, and products. He possesses strong team management and presentation skills and has excellent conceptualizing and brainstorming capabilities. Moran has high technical skills and is fully proficient in adobe suite, web development, 3D, and animation programs, among others. He is passionate about volunteer work, doing pro bono work for organizations worldwide.

### Experience



#### Chief Creative Officer (CCO) - NFKings

**Shanghai, China | 2022 – Present**

- In charge of the company's creative vision and strategy, leading and managing projects incorporating metaverse creation, NFT design, mobile apps, AR, VR, 3D, 2D, UI design, and social media.
- Building and leading a staff of 20+ creatives (art director, 3D-lead / modelers / animators, 2D/UI designers and animators, video editors, concept artists, Unity TA, and marketing artists).
- Leading and managing projects for clients such as Mobile Legends, Real Madrid, Tenny Weenie, Marilyn Monroe, Harvey Nichols, Discovery Channel, and others.
- Managing creative pitches and updates for investors and business partners.
- Shaping the company's work pipelines from the initial stages, collaborating with our various departments (PM, finance, tech, and marketing) to the final stages, including post-launch support and updates, boosting performance, and streamlining workflow.

#### Founder & Chief Creative Officer - TravelChina.co.il

**Shanghai, China / Tel Aviv, Israel | 2014 – 2022**

- Responsible for design, web development, and creative vision for Israel's leading website about China.
- Managing a staff of 15 team members.

#### ACD / Creative Director - Dentsu CDC (Award & Pitch Dedicated Team)

**Shanghai, China | 2017 – 2019**

- Responsible for workflow, creative resources, and providing creative direction and leadership for as many as three teams of copywriters & art directors (project based).
- Headed projects and worked with brands such as Shiseido, SIMC Healthcare, KFC, and others.
- Provided creative feedback, strategic goals, concepts, and execution.
- Established award-winning creative standards while maintaining the brand's voice and agenda.

#### Associate Creative Director - Dentsu Isobar (Huawei & Honor Team)

**Shanghai, China | 2016 - 2017**

- Responsible for Huawei and Honor's international promotion, exploring and adjusting the brands' visibility and message for new markets.
- Pitched and executed campaigns for various brands, including Coca-Cola, WeWork, Tencent, Alibaba, etc.
- Led and worked with an international, multicultural creative team.

#### Senior AD / Creative Director - McCann/Digital (FMCG, Automotive, Pro-Bono)

**Tel-Aviv, Israel | 2012 - 2015**

- Pitched and executed creative campaigns for clients such as Nespresso, Domino's Pizza, Honda, Nestlé, Yes (HBO), Shorashim, and others.
- Developed creative campaigns on all digital platforms, including web, mobile, AR, VR, cross-media campaigns, etc.
- Oversaw artwork by the design team to ensure alignment with the brand's creative direction.
- Worked closely with accounts, client-side management, production, and post-production companies.

## Art Director - Publicis and Leo Burnett

Tel-Aviv, Israel | 2009 - 2012

- Generated TV, digital, and print campaigns for brands such as Carlsberg, Mastercard, Hertz, Club Med, Samsung, Sprite, and Fanta, among others.
- Localized international brand campaigns for the Israeli market.

## Education Info



### Bezalel Academy of Art and Design

Jerusalem, Israel | 2005 - 2009

B.A. degree in visual communications, specializing in creative advertising and design.

### Agricultural Creative Think tank - Ferrari

Cuneo, Italy | 2008

Lead Israeli representative.

## Technical Skills



Adobe suite: Photoshop, Illustrator, InDesign, After Effects, Premiere.

3D software: Maxon Cinema4D (modeling), Adobe Substance Painter.

Web/App development/UI: Figma, HTML5, CSS3, webmaster tools.

Artistic and commercial photography / cinematography.

Copywriting and film / commercial script-writing.

Sketching and art: storyboarding and concept art.

Work environment: Windows, Mac OS, iOS, Android, cloud-based.



3D software: Maxon (Pixologic) Zbrush, Keyshot, Octane, Vray4C4D,

Unity (Technical art and functionality).

Coding: JavaScript, WordPress.



Autodesk Maya, Nomad Sculpt, MySQL databases, SparkAR.



## Awards & Recognition



AdStars Awards 2019 - Package Design and Print Craft category.

Lia Awards 2019 - finalist.

Great Wall Creative Awards - 3 gold, 2 bronze.

ECl Creative Awards 2018 - silver.

2 Israeli Effie Awards.

International Golden Drum Awards 2016 - Direct category.

Israeli Ad Awards 2015 - 3 gold.

Epica Awards 2014 - Merit.

Created the first Israeli mascot for the 2012 London Olympic Games; featured in the 2014 Epica awards book; published in the 2008 book "Symbols in Visual Communications" by A. Eisenstein; featured artist in the 2020 MvVo Art Show in New York City.

## Volunteer work

Shanghai Sunrise; Footsteps NYC; PETA Israel; The International Professional Women's Society (IPWS); Yad Vashem; Chabad Jewish Centers.

## Languages

English, Hebrew - native Level.

Chinese (Mandarin) - basic Level.