

MORAN KAL

CCO / Creative Director

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📍 Shanghai, China | Netherlands (Summer 2024)



SUMMARY

An award-winning multidisciplinary CCO / Creative Director with 15+ years of professional experience in Israel and Southeast Asia, specializing in advertising, Web3, 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. He is passionate about volunteer work, doing pro-bono work for organizations worldwide.

PROFESSIONAL EXPERIENCE

Chief Creative Officer

SpaceKiwi Interactive

📅 03/2023 - Present 📍 Remote

- Managing upcoming mobile game production pipeline from concept stage, to post-launch, working closely with unity-Dev and marketing to solve issues and maintain a coherent game vision.
- Generating all original creative assets, including unity-ready 2D/3D art, animation, narrative, UI, copy, and monetizing system, while focusing on a user-centered gaming experience.
- Spearheading advertising and guerrilla campaigns for the game Online to promote downloads and play time.

Chief Creative Officer

NFKings (Clients: Mobile Legends, Real Madrid, Teenie Weenie, Marilyn Monroe, Harvey Nichols, Discovery, Channel, etc.)

📅 03/2023 - Present 📍 Shanghai, China

- Shaping the company's creative vision and strategy. Lead and managing projects involving Metaverse creation, mobile apps, 3D, 2D, UI design, and social media.
- Building a new group and leading a staff of 20+ creatives.
- Leading creative pitches 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, boosting performance, and streamlining workflow.

ACD / Creative Director

Dentsu CDC (Award & Pitch Dedicated Team)

📅 06/2017 - 04/2019 📍 Shanghai, China

- Responsible for the workflow, creative resources, and creative direction for as many as three teams of copywriters and art directors.
- Heading projects and working with brands such as Shiseido, SIMC Healthcare, KFC, and others to win multiple creative awards.
- Providing relative feedback, strategic goals, concepts, and execution.
- Establishing award-winning creative standards while maintaining the brand's voice and agenda.

LANGUAGES

English

Native



Hebrew

Native



Chinese (Mandarin)

Beginner



TECHNICAL SKILLS

Adobe Suite

Cinema4D

Maxon ZBrush

KeyShot

Adobe Substance Painter

Copywriting

Figma

CSS3

JavaScript

Generative AI

Product Design

HTML5

Vray4C4D

Unity3D

WordPress

Spark AR

MySQL DB

Script Writing

Concept Art

Storyboarding

Sketching

Photography

Cinematography

AWARDS



Adstars Awards 2019 - Package Design and Print Craft Categories



Great Wall Creative Awards 2018 - 3 Gold, 2 Bronze



ECI Creative Awards 2018 - silver



International Golden Drum Awards 2016 - Direct Category

PROFESSIONAL EXPERIENCE

Associate Creative Director

Dentsu Isobar (Huawei & Honor Team)

05/2016 - 05/2017 Shanghai, China

- Responsible for Huawei and Honor's international promotion, exploring and adjusting the brands' visibility and message for new markets in digital, print, video, and events - integrating all channels into a clear brand identity.
- Pitching and executing campaigns for various brands, including Coca-Cola, WeWork, Tencent, Alibaba, etc.
- Leading and collaborating with a global, multicultural creative team.

Founder & Chief Creative Officer

TravelChina.co.il

05/2014 - Present Shanghai, China

- Heading the design, product development, and creative vision of Israel's leading platform for China travelers.
- Managing and mentoring a staff of 15 team members.

Senior AD / Creative Director

McCann Digital (FMCG, Automotive, Pro-Bono)

06/2012 - 11/2015 Tel-Aviv, Israel

- Pitching and executing creative campaigns for clients such as Nespresso, Domino's Pizza, Honda, Nestlé, yes (HBO), and others.
- Developing creative campaigns on all platforms, including web, print, mobile, AR, VR, cross-media campaigns, packaging, etc.
- Overseeing artwork by the design team to ensure alignment with the brand's creative direction.
- Working closely with accounts, client-side management, production, and post-production companies.

Art Director

Publicis and Leo Burnett

02/2010 - 03/2012 Tel-Aviv, Israel

- Generating TV, digital, and print campaigns for brands such as Carlsberg, MasterCard, Hertz, Club Med, Samsung, Sprite, Fanta, P&G, and L'Oreal Paris, among others.
- Localizing and rebranding various international brand campaigns for the Israeli consumer market.

EDUCATION

Bachelors in visual communications (specializing in creative advertising and design)

Bezalel Academy of Art and Design | Jerusalem, Israel

2005 - 2009

Agricultural Creative Think tank

Bezalel Academy of Art and Design | Jerusalem, Israel

2008

AWARDS

 Israeli Ad Awards 2015 - 3 Gold

 Israeli Effie Awards 2015 - 2 Gold


 Epica Awards 2014 - Merit Award

ACHIEVEMENTS

 Created the (first) Israeli mascot for the Olympic Games - London 2012

 Featured Artist in the 2020 MvVo Art Show in New York City

 Featured in the 2014 Epica Awards Book

 Published in the 2008 Book "Symbols in Visual Communication" by A. Eisenstein

VOLUNTEERING

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