

LEON OFSKY



W | www.leonofsky.tv
E | alle@leonofsky.tv
C | 213.258.0629

SUMMARY-

Creative Digital Art Director with 14 years experience in advertising, storytelling, and compelling content creation for brands, agencies and start-ups. I'm a digital native- if it goes on a screen, TV, tablet, phone, is interactive, or on the web; I can take the project, idea or theme from concept to realization. I want to make engaging work with great people who wish to do something constructive and of worth.

EXPERIENCE-

CREATIVE DIRECTOR / PHOTOGRAPHER / CINEMATOGRAPHER | SHOT BY OFSKY

Los Angeles, CA | September, 2017 – Current

Since my arrival in Los Angeles, I've been shooting social content, portraiture and editorial for publications in print and online. Booked studio shoots with directors, celebrities and musicians and film for branded and paid advertising.

ARTIST IN RESIDENCE | FLUX STUDIOS

Jerome, AZ | April – August, 2017

Worked under internationally-exhibited clay and multimedia artist Novie Trump, exploring themes and collaborations of projection, sound, social content, installation and conceptual visualizations and grant applications.

FREELANCE CREATIVE ART DIRECTOR | KRUNCH.CO

Auckland, New Zealand / May, 2016 – March, 2017

Responsible for design, concepting, writing and storyboarding creative for international brands including Hyundai, Samsung, Bayer, and BNZ. Creating and directing micro and snackable social media content and outputs.

DIGITAL ART DIRECTOR | YOUTAP

Auckland, New Zealand | February, 2015 – November 2016

Art and creative direction of the online presence of YouTap!, an international payment gateway and mobile transaction start-up. Design, concepting, content direction and instructional video and interviews. Responsible for responsive UX/UI outputs and filming, editing, grading in conjunction with the CEO and VP of Marketing.

CREATIVE DIRECTOR | INDITOUCH

Auckland, New Zealand | April 2016 – October 2016

A many-hats role including internal comms, design, film editing, content creation for 80" OLED outdoor digital advertising. I worked under the CEO, managed clients, internal onboarding processes, digital design, creative and account management, interactive user journey design and UI design.

DIGITAL CREATIVE DIRECTOR | JWT

Auckland, New Zealand | January 2014 – December 2014

At JWT I conceptualized and designed numerous online and experiential activations for brands such as Ford, Bayer, The Coca Cola Company. I served as digital creative director on over a dozen sites and TVC's alongside producing shoots and interactive campaigns / games. Working in large and small teams and running the staff as required.

PREVIOUS-

Auckland, London, Hamburg, Stockholm, Sydney, Melbourne | 2005 – 2013

Saatchi & Saatchi, Hyperfactory, Method Digital, Satellite Media, The Church, Goodfolk, Consortium, .99, Colenso BBDO, Clinic, Real Networks, Union, Skull and Bones.

EXPERTISE-

- Creative direction, art direction, digital, copy, content, social media
- Film, motion, projection, photography, editing, grading, output
- Design, digital, UX / UI, interactive, experiential, web, grid systems, personas

INTERESTS-

- Start-ups, cryptocurrency
- Entertainment, motion, title design, film
- Content, social, brand activation and experiential

EDUCATION-

- Carich | Cert. Multimedia and Technology, 2001
- Lincoln University | Proficiency in Computing, 2001
- WINTEC | Cert. Technology, 1998

NOTABLE-

- Published and internationally exhibited artist
- Cannes Lions x 2 – DM + Mobile
- 3 Lean start-ups

REFERENCES-

- Robert Moritz | Head of Content | [krunch.co](#)
- Shilpa Rajpara | CEO | [Nayali](#)