

Yarden Brikman
Creative & Art Director

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An award winning Creative Director with a BA in Fine Art from Central Saint Martins. With over a decade of experience leading high-profile campaigns, I have developed a proven track record in managing creative processes for top brands campaigns, including MINI Cooper, Jimmy Choo, Uniliver, Nike, Etc. My diverse background, having grown up in the Middle East, studied in

London, and now working in Los Angeles, provides me with a unique diversity perspective that enriches my creative vision and experience in different cultures. I am excited to leverage my innovative artistic skills and strategic insight to elevate brands to new heights, integrating a fresh, diverse perspective into every project.

Work Experience

Creative Director | BRIKMAN Creative

Jan 2023 - Present | Los Angeles

- Founded and currently lead a full-service creative agency in Los Angeles.
- Maintain all agency clients, such as: Naot, Hummus Republic, Don't Eat The Homies, Beverly Hills Butcher Club, Avi Cue, Better Together
- Manage a team of 5 art directors and graphic designers, overseeing strategy, creative, account management, and media buying.

Creative Director | Avraham Advertising

Jan 2021 - Jan 2023 | Tel Aviv

- Led a team of 4 creatives, driving the brand strategy and creative direction for all assets (Website, Email, Social Media, Store, Productions, Campaigns) on the biggest accounts in the agency, such as: Jimmy Choo, Marc Jacobs & Gucci Eyewear, Renuar (leading Israel fashion brand), VW Group (Audi, VW, Seat) and Toubol.

Associate Creative Director | Publicis, Saatchi & Saatchi

Aug 2020 - Jan 2021 | Tel Aviv - London

- Managed a creative team of two art directors and a graphic design studio in the Social Media department. Responsible for all the social media campaigns and on-going for BMW, MINI Cooper, American Express, Strauss Group and Mastercard

Art Director | Great Digital Agency (GREY NY)

Mar 2018 - Mar 2019 | Tel Aviv

- Art Director for "content"-oriented campaigns for major accounts like Pepsi, Nike, AM:PM and Xbox, contributing to the agency's award-winning reputation.

Junior Art Director | Israeli Air Force

Mar 2015 - Mar 2018 | Tel Aviv

- Served as Art Director, managing the IAF's digital presence and contributing to over one million weekly impressions.

Education

'Distinction' Fine Art Bachelor Degree, Central Saint Martins,
University of the Arts London
Mar 2019 - Mar 2021

Awards

2018 Cactus Creative Awards - Gold - Uniliver
2018 Effie Awards - Gold - Food - Uniliver
2019 Effie Awards - Bronze - Retail - AM:PM
2019 Young Cannes Lions - Shortlist - The LGBT Association
2020 ICE - Creative of the Month - Mastercard
2021 ICE - Creative of the Month - Renuar
2021 ICE - Creative of the Month - Renuar
2023 Ads of the world - Fresh Habit campaign
2023 Ads of the world - Nature is A Runway campaign

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Pro-Bono Work

"Under 28"

April 2019

- Successfully advocated for government grant eligibility for individuals under 28 during the Coronavirus crisis.

LGBTQ Strike and Demonstration

August 2018

- Organized a historic large-scale demonstration for LGBTQ rights in Israel.
[Wiki Link: https://en.wikipedia.org/wiki/2018_Israeli_LGBT%27s_strike](https://en.wikipedia.org/wiki/2018_Israeli_LGBT%27s_strike)

Head of Digital Department, the Israeli LGBT Association

May 2016 - Jun 2019

- Led digital campaigns and managed social media presence for the association.

Skills

Languages Hebrew (100%), English (100%)

Design Software Adobe Photoshop, Illustrator, Premiere, InDesign;
Apple Final Cut

Creative Skills Art & Creative Direction, Creative Thinking and Writing,
Storytelling, Strategy, Social Media

Business Skills Macro and Micro Perspectives, Trend Setting, Project
Management, Team Management