

# DAN LIBERMAN

## Creative Director & Senior Motion Designer · Visual Storytelling for Complex Systems

Defense · Aerospace · Cyber · Deep Tech · 3D · Interactive · AI-assisted production

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### PROFILE

Hands-on creative director and senior motion designer with 15+ years of turning complex cyber, defense and deep-tech systems into visual stories that decision-makers understand in seconds. I take work from concept, treatment and storyboards through design, animation, compositing and final delivery, and build the motion language around it. When a project needs more, I assemble and direct 3D artists, motion designers and specialist partners. Generative AI tools are part of my daily workflow. Eight years of service in the Israeli Air Force.

### EXPERIENCE

**DL// MDC – Creative Director & Senior Motion Designer** 2009 – Present  
Founder · Tel Aviv · Creative studio for technology, cyber and defense companies

- Lead product films, brand films, launch content and exhibition media from first treatment and styleframes to final frame, working hands-on in design, animation, compositing and sound.
- Define the visual and motion language for each client, so that complex products read clearly across web, social, events and large-format screens.
- Assemble and direct teams of 3D artists and motion designers; work alongside production companies, director-producers and marketing teams, and manage clients directly.
- Conceived SKIES, a real-time touch-screen platform for presenting defense systems at exhibitions; exhibited it at UVID Dronetech 2024.
- Integrate 3D, real-time visualization and generative-AI tools into creative and production workflows.

**Elephant Studio – Freelance Motion Designer** 2025 – Present  
● Broadcast promos, sponsorship idents and short-form on-air content in After Effects, on fast turnarounds within existing brand guidelines.

Additional freelance and studio engagements: Virtual Point, Caravel Creative Studio, Arcreative, Clutch, Creative House Group, Greenhouse, Channel 9 Israel.

### SELECTED PROJECTS

|                                                |                                                                                                                                                            |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Plasan</b><br>DSEI London 2025              | Large-format exhibition screen on vehicle protection. Co-creative lead with the director-producer; design, compositing and motion design.                  |
| <b>Controp</b><br>Brand film · 2024            | "Defining Clarity," for an electro-optics defense company. Creative, design, animation and sound; delivered the complete film with the production company. |
| <b>SCD</b><br>Product launch · 2024            | Sparrow-HD miniature MWIR sensor film. Design and motion design; assembled and led the 3D team, with the director-producer.                                |
| <b>Check Point</b><br>Product film · 2022      | Quantum Lightspeed firewall launch. Creative director and team producer; compositing and motion design; led 3D and motion artists.                         |
| <b>Daylight.ai</b><br>Nasdaq Tower, NYC · 2025 | Brand activation on the Nasdaq Tower in Times Square. Creative, design and animation.                                                                      |
| <b>Mobileye</b><br>CES Las Vegas 2025          | Technology-focused visual storytelling for an international product presentation. Design, motion design and AI-assisted production.                        |

### SHOWN AT

- DSEI London 2025
- CES Las Vegas 2025
- Nasdaq Tower, Times Square
- UVID Dronetech 2024 (exhibitor)
- Milipol Paris 2021

### SKILLS

Motion design & animation · Creative and art direction · Treatments, styleframes, storyboards · Typography & composition · Brand systems · 2D/3D compositing · Editing & post-production · Directing external partners

### TOOLS

**Motion & design**  
After Effects, Premiere Pro, Photoshop, Illustrator, Figma, Element 3D

**3D & real-time**  
Unreal Engine, Twinmotion, Three.js / WebGL

**Generative AI**  
Runway, Veo, Midjourney, Kling, Magnific AI

### SELECTED CLIENTS

Check Point · IBM · Deep Instinct · NICE · Amdocs · Mobileye · Daylight.ai · Elbit Systems · Plasan · Controp · SCD · Teva · Anecdotes

### EDUCATION

**B.Ed.Des. in Visual Communication**  
The Neri Bloomfield School of Design and Education (WIZO Haifa), 2006–2010

### SERVICE

Israeli Air Force, eight years

### LANGUAGES

Hebrew (native) · English (professional) · Russian (professional)