

Shir Ben Tolila

Motion Designer

After Effects · Brand Motion · 2D Animation · Cinema 4D

Motion designer and Visual Communication graduate from Bezalel Academy, specializing in After Effects, 2D animation and brand-focused motion. I combine strong visual design and storytelling with animation, illustration and 3D, developing projects from concept and storyboarding through final execution.

Work Experience 07/2025 - Present

BenZakai Studio

Motion & Social Media Designer

- Produce animated content from concept to final delivery, including storyboarding, motion design, animation and editing. [Darrow project](#)
- Edit raw footage and adapt content for social media formats, including posts and short-form vertical video.

02/2025 - 08/2025

Bezalel - E2i (Engage2Innovate)

Social media designer

- Designed social media assets for an international student design competition, adapting an established visual identity across digital formats with a strong focus on typography.
- Animated campaign assets for social media and collaborated with the design manager and copywriter.

Education

2022 - 2026

Bezalel Academy of Arts and Design, Jerusalem

B.Des. Visual Communication

2022

Hastudio TLV

Preparatory Program for Visual Communication

Skills

Motion & Video After Effects · Premiere Pro · Rive

3D Cinema 4D · Spline

Design Figma · Photoshop · Illustrator · InDesign

AI & Creative Tools Gemini · Magnific · p5.js · Claude Code

Languages

Hebrew - Native · English - Fluent

Volunteering

2024

“Rokmot Et Ze” Project

Co-Initiator & Workshop Lead

Designed and produced embroidery kits for evacuees and led hands-on embroidery workshops in hotels.
Funded by Bezalel Academy.

Military service

2018 - 2021

Special Operations Division

Intelligence Researcher