

Itai Agami

Creative Director & Designer — Film, Motion & Brand
Hands-on across concept, motion, video and 3D

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Creative Director with 5+ years across commercial film, broadcast identity, product launches and global campaigns. Hands-on in motion, video and 3D, I turn complex ideas into clear visual stories, taking work from concept and look development through production and delivery. I lead designers and animators, work closely with directors and crews, and use AI-assisted workflows to explore, iterate and scale.

EXPERIENCE

Independent

Creative Director | 2026 – Present

- Creative direction for technology, media and cultural clients, carrying work from central concept through film, motion and design, and building specialist teams when a project needs one.

Natural Intelligence

Creative Art Director | Jan 2025 – Jun 2026

- Led concepts, art direction and motion and video production for US insurance and finance brands, where creative had to explain complex products fast and earn trust around high-stakes decisions.
- Built creative territories and testable hypotheses with growth and performance teams, turning performance signals into the next round of concepts.
- Initiated and developed an AI-assisted resizing MVP that removed repetitive format adaptation while keeping creative intent under designer control.

Elements

Creative Director | Nov 2023 – Mar 2024

- Led brand narrative, visual identity and product design for a climate-tech platform, making a complex technology clear across product, web and marketing through launch.

Shortcut Playground

Art Director | Feb 2021 – Sep 2023

- Art directed broadcast identities, commercial films and cultural projects, including Channel 13 and MAX, developing concepts and visual systems with directors and production teams.
- Led designers, animators and developers across motion, interactive and immersive productions, from first concept to final frame.

SELECTED WORK

Channel 13 ↗

Broadcast identity · Motion

Contributed as part of the Shortcut Playground team throughout the rebrand, from brand strategy through design and execution.

[View case study ↗](#)

Simply — Vision Pro ↗

Creative direction · 3D

Led the launch visualization from concept and look development through hands-on 3D tracking, modeling and simulation.

[View case study ↗](#)

SkyMax — MAX ↗

Art direction · Concept art · 3D

Art directed the world of a national TV commercial for MAX’s travel credit card, drawing the concept art and guiding its translation into animated 3D with director Roy Kafri.

[View case study ↗](#)

EXPERTISE

Concept and look development
Film and motion art direction
Motion identity systems
Explaining complex technology
Brand systems and typography
Directing teams and partners
AI-assisted creative workflows

EDUCATION

Shenkar College of Engineering, Design and Art

Media Design | 2018 – 2020
Graduated with honors.

TOOLS AND LANGUAGES

Motion & edit After Effects
3D Blender
AI Weavy, Higgsfield, Gemini, Flow / Veo
Design Adobe Creative Cloud, Figma
English (fluent) · Hebrew (native)