

# Maya Segal

## Art Director & UX Design

- Current** Consultant Art Director/ UX Lead.  
Currently UX Lead at Morgan Stanley.  
Responsible for developing full scale digital experiences ( desktop, tablet and mobile) for Morgan Stanley different business units. Involved in all phases of the process, attending clients meetings, UX wireframes proposals and product Visual/UI Design.
- 2013 - 2015** Senior Art Director SHOWTIME Networks ( CBS ).  
As a Senior Art Director I worked to develop creative tactics and create cross platform interactive experiences for original SHOWTIME series and products. Projects: Penny Dreadful Microsite and Ad Campaign, The Movie Channel site, Showtime Sports website re-design, Showtime Championship Boxing SHOSTREAK interactive game, various creative marketing tactics and more.
- 2010 - 2013** Senior Designer, SecondThought Inc., NYC.  
Responsible for designing client's commercial web sites, game widgets, ad campaigns.  
My job consisted of attending clients meeting to successfully comprehend their commercial needs and vision, as well as working closely with the development teams to optimally incorporate the design elements into the final product. **Clients:** NBC , Time Inc., Reader's Digest, Panasonic, BP, Sports Illustrated, GMHC and more.
- 2006-09** Freelance Designer, NYC.  
**ABC News Creative Department**  
Designer at the Creative department at ABC.  
Worked on ABC's Special Shows and the Vote08 Election campaign.  
**Manic**  
Worked as a designer on a number of professional projects such as: commercial spots for Maybelline, L'Oreal and Verizon mobile Vcast, The Madden Report.  
**Avenue A/ Razorfish and MTV Networks**  
Worked as a creative intern both with the design and motion teams.
- 2004-05** Senior Designer, Mantis Ltd., Israel.  
Senior Designer at Mantis Ltd., Duties included designing client's commercial web sites, portals and educational multimedia  
**Clients :** Orange, Bank Leumi, Keshet TV and more.

I am a Art Director and professional UX Designer. I enjoy working with product managers and talented developers, to explore new approaches and develop web and mobile applications. Experience in all phases of interactive media - concept, user flow/wireframes and UX/UI design.  
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### Education

- 2008** MFA with Distinction, Pratt Institute, NY.  
Department of Digital Arts.
- 2002** B.Sc Camera Obscura School of Art,  
Tel-Aviv, Israel.

### Awards

- 2015** IAB MIXX Silver Award for Top Digital Marketing Work 2015, for SHOWTIME's "Explore the World of Penny Dreadful" Mobile Display Ad Category, Role: Sr. Art Director.
- 2011** WebAward Best-of-Industry award,  
Project: Logicworks, Role : Creative Lead
- 2011** IAC Internet Advertising Competition.
- 2010** Artist Grant from the NYC Cultural Affairs Dep.
- 2009** 2nd Place, ANIMEX International Festival of Animation and Computer Graphics, UK.
- 2008** 3rd Place Fine Art Animation,  
SIGGRAPH Space Time Competition.
- 2008** Pratt Institute Honor.  
Excellence in Academic Achievements
- 2003** America-Israel Cultural Foundation Award
- 2001** Camera Obscura Scholarship.

### Exhibitions and Screenings (selected list )

- 2009** London International Animation Festival,  
London, UK (Invited)
- 2009** Jerusalem Film Festival, Animation  
Competition, Jerusalem, Israel.
- 2009** Melbourne International Animation Festival,  
Australia (Invited).
- 2009** ANIMEX International Festival of Animation  
and Computer Games, screening, UK.
- 2008** MetroCAF Animation Festival, New York.
- 2008** SIGGRAPH SpaceTime competition, L.A.
- 2004** Tel Aviv Profile , Exhibition, Tel-Aviv, Israel.  
200 contemporary Israeli artists paint history.
- 2003** ARTIC 5, Exhibition, Museum for Israeli Art,  
Ramat-Gan. America-Israel Cultural  
Foundation winner's exhibition.

### Professional Proficiency

Sketch, Adobe Creative Suit (Photoshop, Illustrator, Flash, After Effects) InVision Prototyping software and more