TAL ALEXANDER
Creative Lead

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WORK HISTORY

Intel Technical Skills & Capabilities - Creative Lead
Kiryat Gat, Israel • 2024 - 2025
- Leading digital learning processes across multiple platforms.
- Defining, designing, developing, and producing comprehensive digital learning solutions, including training programs, educational content, videos and infographics.
- Evaluating digital platforms and tools, tracking technological advancements, and adapting them to organizational needs.
- Providing support and maintenance for digital learning infrastructures.
- Collaborating with internal and external stakeholders, including senior management and training professionals, to drive learning initiatives forward.

MINFCRAFT Visual Computing - Lead 3D Artist
Switzerland remote position • 2022 - 2023
- Proficiently managed the creative team on a variety range of projects.
- Overseeing the entire creative process from conceptualization through modeling, texturing, and seamless integration into the Unity game engine.
- Meticulous scene assembly, dynamic lighting design, and post-production refinement.
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Intel's Corporate Services Learning and Development - Senior 3D artist
Kiryat Gat, Israel • 2022 - 2023
- Co-led a team of 3D artists in developing immersive AR and VR training experiences.
- Extensive experience in designing and producing visual content for technician training programs, with a strong focus on instructional design and user engagement.
- Led a major revamp of the AR training program, collaborating with subject matter experts to enhance instructional visuals, interactivity, and overall learning effectiveness.
- Designed and built complex VR training environments, managing the entire pipeline from 3D modeling and texturing to asset optimization, ensuring high-quality and engaging learning experiences.

FrontLine - Senior 3D Artist
Nes Ziyona, Israel • 2020 - 2022

- Execution of diverse projects demonstrating a broad skill set.
- Specializing in hard surface models, especially military vehicles and machinery.
- Optimizing 3D CAD models for a digital-twin application.
- Proficiency in Unity scene construction.
- Contribute to the production of seamless and realistic industry products.

Freelance 3D Artist
2017 - 2020
- Freelance 3D Artist, involved in multiple projects focused on designing 3d models, textures and lighting effects for video games .
- Conducting post-processing and rendering tasks.
- Specialize in materials creation and shaders for game engines to ensure players an immersive and engaging experience.

Intel - 3D Artist and UI Designer
Haifa, Israel • 2013 - 2017

- Creative lead for Intel's Perceptual Computing Division (RealSense).
- Experienced in delivering original 3D assets for novel experiences - AR and VR games and applications.
- Delivered 3D environments, props, character modeling, rigging, texturing, shading, and applications.
- Designing and defining UI/UX for games and applications, storyboards, product
- illustrations, presentations, 2D animation, and much more.

Intel - Visual Designer
Haifa • Jun 2011 - 2013
- Lead graphic designer for Intel Israel's internal communication and marketing HR groups. Support Israel and the EMEA countries.
- Collaborate with employee communications specialists to deliver innovative.
- Support communication plans – Internal communication, site event, employee communication solutions, benefits, Multimedia solutions (animations, videos).

Sergata - Visual and UI Designer
Rant-Gan • 2006 - 2011
- Professional UI/UX designer for various products like mobile and software applications, games design and other digital products.
- Experience in providing branding consultation services to company clients.
- Managed several creative projects from the initial concept phase to completion.

SOFTWARE

Adobe Creative Suite
- Photoshop
- Illustrator
- After Effects
- Substance Painter
- Figma

3D Softwear
- Maya
- Unity
- Unreal engine

EDUCATION

M.Des in Industrial Design – Design & Innovation Management
Bezalel Academy of Arts, Israel
2021 - 2024

3D Environment Art for Games
Think Tank, Canada | 2018 - 2019

B.Ed in Education and ArtOranim
College, Israel | 2001 - 2003

Graphic Design
NB Haifa School of Design, Israel
1994 - 1998

MILITARY SERVICE
Navy operations Sargent