



Shachar Aylon

Creative Director

About Me

I started my career as a photo-journalist. More than a decade later, I now work with world renowned companies, helping their brand become more human. Through writing, design, filmmaking, photography, and creative direction I bring teams together to craft meaningful campaigns that are brimming with optimism, inspiration, and charm.

My Work Has Been Recognized By

Barack Obama, NY Times, Kobe Bryant, Cannes Lions, Art Galleries, Film Festivals, Communication Arts, Taschen Books, Webby Awards... Oh, and Ricky Martin.

Contact

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Based in: Los Angeles, California.

Need a Visa? Nope. American Citizen.

Experience

Creative Director

Amazon Music, Amp (2022 - 2023)

As Amp's first creative hire I established the creative department from the ground up, defining processes and procedures. Expanded the company's creative capabilities both in-house and with vendors, all while launching brand campaigns and new marketing programs.

Executive Creative Director

Picsart (2020 - 2022)

Leading a department of 40+ designers, writers, producers and motion artists across offices in the US, Asia, and Europe. Together, we evolved the brand to better reflect the growth and aspirations of the company.

Creative Lead

Lyft (2018 - 2020)

Brand Creative Lead and Local Markets Creative Director overseeing 30+ states. Incharge of crafting Lyft's new brand identity and leading a team of designers and writers to bring it to life through campaign work.

Associate Creative Director

Intel (2016 - 2018)

Creative Director and Filmmaker leading branded content and experiential projects (Drones, Autonomous Driving, 5G).

In-House Agency Of The Year (Ad Age).

Writer / Filmmaker

72andSunny (2013 - 2016)

Creative writer on the Google account. Crucial part of a team leading social impact initiatives and campaigns.

Writer

Saatchi & Saatchi Tel Aviv (2011 - 2013)

Spearheading digital initiatives for local and global clients such as: Ford, Orange, Carlsberg, P&G and American Express.

Education

Creative Writing

Habetzefer, Tel Aviv (2010 - 2011)

Graphic Design

Shillington, Australia (2020 - 2021)

Community Work

Air Force

Squadron 157, Classified Unit, Israel (2007 - 2010)

Volunteer

Taproot Foundation (2016 - 2020)

Instructor

Miami Ad School, SF (2018 - 2021)

Awards

Cannes Lions

5 Gold, 1 Silver, 1 Bronze

D&AD

2 Pencils

Webby

4 Awards

One Show

4 Pencils

Clios

3 Awards

Film Festivals

20+ Official Selection

Vimeo

Staff Pick of the Month

FWA

2 Sites of the Day

AdAge

Creative to Watch