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## Experience:

### **The middle brain**

Creative Director, Owner  
NYC, 2009-Present  
Clients: Harvard University,  
Sears, The NYC Charter Schools  
Center, Snapple, The NewYork  
University, Tupperware,  
Rosenthal.

The middle brain offers digital user-centric experiences on the web, on the go, around communities, and around brands. From Concept ideation and branding to development of design, and programming. From web based platforms and mobile, to Digital Marketing, UX, and Social Media.

The studio serves a wide range of industries such as e-commerce, health, wellness and treatment, finance, education and fashion. Clients include Harvard University, Sears, The NYC Charter Schools Center, Snapple, The New-York University, Tupperware and Rosenthal (Germany).

### **- Harvard University**

Collaborated with Harvard University and The Children's Hospital in Boston to create digital behavioral experiences targeting teens experimenting with substance abuse. Each experience is designed to serve as a web based interactive tool supported in real-time by the teen's PCP in conjunction with The Children's Hospital.

Role: Team management, concept development, creative direction & design, user experience, social media consultation, photography and video directing.

### **- Sears**

Working with Sears' New Services Ventures Lia developed social e-commerce tools and applications in the Fashion and home management fields.

The social fashion e-commerce brand enabled people to create sharable catalogues of products. Lia's work was instrumental in helping to sell the product to Sears.

Additionally, Lia led a team to create a home management social network tool that connects people with service providers. The website scaled to \$150M in annual transactions after it's re launch in 2010.

Role: Team management, concept development, creative direction & design, user experience, social media consultation, photography and video directing.

### **- NYC Charter Schools**

Streamlined the online application user experience on the site, and integration with the network of Charter Schools in New York.

Role: User experience, social media consultation and user testing consultation

### **- Cline Davis & Mann Interactive (CDMi)**

Consulted on development of social media based tools and applications for Pfizer, to support Metastasis Breast Cancer patients and Oncology nurses.

Role: Concept development, user experience, social media consultation.

### **- Zanadu**

Provided creative leadership to Zanadu - one of the first financial services companies to explore and develop e-banking solutions using social networking via mobile (with online support). Lia consulted Zanadu on brand strategy and the development of their User interface for both mobile and web platforms.

Role: digital creative direction & design, brand strategy.



**Beam interactive**

Associate Creative Director  
 Boston, 2007-2009  
 Accounts: Comcast, Bed Bath & Beyond,  
 Athena Health

Role: Team management, Creative direction & design, user experience.

**- Comcast**

Led creative team creating a microsite promoting Comcast's mobile services.

**- Bed Bath & Beyond**

Led creative team developing a budgeter tool for wedding planning, enabling brides-to-be, to plan their wedding in an engaging and interactive way.

**- Athena Health**

Led creative team to expand Athena's web presence creating a health management platform for doctors/ health organizations and health insurance companies.

**- Forth & Towne (A Gap brand)**

Led creative team creating a website evoking the brand's voice and seasonal concepts, themes and promotions.

**Consultant**

Creative Director  
 NYC, 2003-2007  
 Clients: Snapple, New York University,  
 Tupperware, Rosenthal

**- Snapple**

As a consultant at Deutsch interactive, Lia conceptualized and created several interactive games promoting seasonal new drink flavors.

Role: Concept development, creative direction & design.

**- New York University**

For NYU Lia developed a syllabus on brand identity, which she also was asked to lecture for two years. The lectures discussed how history, economy, politics, science, technology and art create and influence cultural trends that translate into branding.

The syllabus combined hands on as well as academic parts.

**- Tupperware**

Collaborated with Tupperware on designing prints for tableware and canisters for the European and Asian markets. Worked closely with teams of industrial designers and manufacturers in Germany, Denmark and the Philippines, which led to collaboration with Rosenthal, Germany. Tupperware produced a line of four pieces, which Lia designed, for the Asian market, which is manufactured and distributed for ten years.

Role: Team management, creative direction & design, user experience.

**Razorfish**

Senior Visual System Lead (ACD/CD)  
 NYC, 2001-2003  
 Accounts: Ford, Sharp

**- Ford**

Led a creative team in developing Ford's online store, which focused on branded memorabilia merchandise of the Ford's iconic brand.

**- Sharp**

Led the creative team developing Sharp's online presence in the US market.  
 Role: User experience, digital creative direction and design.

**- Avaya**

Lia played an instrumental leading role at the innovative new business strategies team at Razorfish. For Avaya, Lia Led the interactive portion of the new business presentation, which resulted in a multi-million budget contract.



**Agency.com**

Senior Art Director  
 NYC, 2000-2001  
 Accounts: Texaco, GM

Role: Team management, Creative direction & design, brand development, user experience.

**- Texaco**

Led the creative for the brand's online presence, while Texaco's brand went through an overall identity change.

Role: Interactive creative direction and design, brand strategy and design.

**- General Motors**

Led the interactive portion of a new business pitch, which resulted in a multi million-budget contract, and the creative for the GM's website concept redesign

Role: interactive creative direction and design.

**The knot**

Art Director  
 NYC, 1998-2000

Role: Team management, Creative direction & design.

As the Art Director at The Knot, America's leading wedding brand, Lia led a multi-disciplinary team of designers, writers and photographers working on the brand's online presence - website, promotional initiatives, tools and applications.

Additionally, Lia led a massive site redesign of theknot.com, which helped the brand increase traffic and recognition.

**Professional experience in Israel**

1991-1998

Lia began her career in Israel leading the creative for digital games for web and CD ROMs for Everyman's Library-Random House (UK) and Swatch. The work was presented in industry conferences in Europe and the US and won industry recognition. After 3 years, as a Digital Creative Director, Lia helped leading the online presence of brands such as ELAL airlines and MasterCard. Later, Lia established the creative department for the Center of Educational Technology, which develops, in collaboration with Tel Aviv University and Israel's Ministry of Education, interactive tools, games and applications for education. Lia lectured on design in several graduate colleges.

**Education:**

BFA Visual communication & design  
 Bezalel Accademy of Art & Design  
 1987-1991