



CONTACT

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Remote worldwide

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CORE EXPERTISE

- AI creative production
- AI-assisted coding & rapid prototyping
- Client workshops & enablement
- Creative direction & storytelling
- Cross-functional leadership
- Executive communication

CREATIVE STACK

ChatGPT · Claude Code

Gemini / Nano Banana · Figma Weave

Kling · Higgsfield · Suno

Unity · Premiere Pro · Photoshop

Keynote · PowerPoint · Slides

LANGUAGES

English – Fluent

Hebrew – Native

Portuguese – Basic

EDUCATION

BA, Film & Television

Tel Aviv University

Venice VR College

Werner Herzog Rogue Film School

SELECTED RECOGNITION

Student Academy Award – Gold Medal

Cannes Film Festival – Official Selection

Sundance Film Festival – Official Selection

Venice Critics' Week – Opening Film

SXSW Premiere · Venice VR College

NIR SA'AR

FORWARD DEPLOYED CREATIVE

AI creative direction · production workflows · client enablement

PROFILE

Creative technologist, director and founder with 15+ years leading international film, interactive media and emerging-technology programmes. Combines hands-on generative-AI production with client discovery, workflow design, AI-assisted prototyping, training and executive communication. Skilled at turning unfamiliar tools into practical systems creative teams can adopt, scale and use with confidence.

FEATURED GENERATIVE-AI PROJECT

DUCKS – Creator / Director / Editor

End-to-end generative-AI animated film | 2026

- Created and delivered the film from concept and script through AI storyboarding, image/video generation, animation, edit, sound, music and final master.
- Designed a multimodal workflow across ChatGPT, Gemini / Nano Banana, Kling, Higgsfield and Suno, with Premiere Pro and Photoshop for post-production.
- Maintained character and visual continuity through reference-frame control, model comparison and iterative quality thresholds; documented the process as a repeatable production method.

SELECTED LEADERSHIP EXPERIENCE

Founder / Director – Restless Pictures

US production entity | Selected international film, documentary and commercial projects

- Led selected projects from creative brief and stakeholder discovery through production, post-production, approvals and final delivery.
- Collaborated with broadcasters and partners including Keshet, YES DOCU, PBS / ITVS, ARTE, SWR, ORF, G.G. Studios and Herzliya Studios.

Founder / Artistic Director – Makor Media Lab

International XR innovation programme | 2018–Present

- Led seven cohorts, helping multidisciplinary teams define use cases, prototype workflows, assess feasibility and prepare projects for production and market.
- Built partnerships with the NFB, Canadian Media Fund and Institut Français; translated complex creative-technical issues into clear workshops, direction and stakeholder decisions.

Director / Creative Director – Winterover

Three-hour real-time VR narrative | SXSW Premiere 2026

- Directed a Unity-based real-time pipeline spanning performance, motion capture, dialogue systems, art, UX and sound across international teams.
- Turned creative and technical trade-offs into decision-ready recommendations for funders, platform representatives and production partners.

ADDITIONAL LEADERSHIP

Founder / CEO – Nexstop Media

AR startup | Tel Aviv / Montreal | 2014–2016

- Owned product vision, prototype development, partner and investor communication, and coordination of a cross-Atlantic creative and R&D team.

Producer / Writer – The Longest Goodbye

Feature documentary | Sundance Official Selection

- Co-wrote and produced a multi-country project, coordinating broadcasters, funders, partners, budgets, contracts and delivery across Europe and North America.