

Multidisciplinary Creative Lead with over a decade of experience shaping brand strategy, visual identity, and marketing narratives across global organizations.

Experienced in building cohesive brand ecosystems, leading cross-functional collaborations, and translating business goals into compelling creative systems. Combines conceptual thinking with executional excellence across digital, print, motion, and experiential design. Passionate about building strong design cultures, mentoring teams, and elevating brand presence through strategic storytelling.

PROFESSIONAL EXPERIENCE

2025-2026

Innovid | Senior Brand Designer

Senior Brand Designer shaping Innovid's visual brand across global marketing touchpoints. Owns cohesive brand assets, scalable creative systems, and high-quality design solutions that strengthen brand consistency and business impact.

- Own and evolve brand assets across digital, campaign, social, event, sales, and internal channels
- Lead creative projects from strategy and concept through execution and delivery
- Provide creative direction to external vendors, freelancers, and production partners
- Partner with marketing, content, product, sales, and leadership to translate business goals into visual narratives
- Build scalable creative frameworks, templates, and design systems that improve consistency and efficiency
- Lead AI-driven creative workflows, tools, and knowledge-base resources to support innovation and smarter design processes
- Balance hands-on design execution with strategic brand thinking and business impact

2024-2025

RavenDB | Brand & Marketing Design Lead

Creative lead responsible for defining and evolving the global visual identity of the brand.

- Own and drive brand vision across all touchpoints: digital, campaigns, product marketing, social, and print
- Provide creative direction for internal stakeholders and external partners
- Lead the development of cohesive brand systems and scalable design frameworks
- Collaborate closely with marketing, product, and leadership teams to align creative strategy with business objectives
- Build and formalize design processes, strengthening the role of design within the organization
- Act as brand guardian, ensuring consistency, recognition, and strategic clarity

2018-2024

Wix.com | Marketing Studio - Designer & Creative

Senior creative within Wix's Marketing Studio, responsible for high-impact visual storytelling across social, editorial, and campaign initiatives.

- Developed original visual concepts for global campaigns, social channels, and landing pages
- Contributed to large-scale initiatives including the Super Bowl 2019 campaign
- Led cross-departmental creative collaborations between marketing, content, and product teams
- Oversaw editorial visual timelines, ensuring consistency and quality across channels
- Translated marketing narratives into scalable visual systems
- Mentored junior designers within the team, providing creative feedback, design guidance, and support throughout concept development and execution.

2014-2018

Istudio | Graphic Designer & Print Production Lead

- Led branding and packaging projects from concept to execution
- Built complete brand identities for cosmetics and food brands
- Directed print production, vendor management, and photoshoots
- Delivered full-scale retail and in-store brand experiences

2013-2014

Studio Ayala Halevi | Creative Marketing Designer

- Designed marketing campaigns for major brands including Amdocs, Unilever, Mondelez, and the Israeli Ministry of Economy
- Supported creative strategy and execution across multi-channel marketing initiatives

CORE EXPERTISE

- Creative direction & brand leadership
- Brand strategy & identity systems
- Campaign concept development & visual storytelling
- Cross-platform marketing ecosystems
- Motion & multimedia direction
- Package and print production
Team leadership & external vendor management
- Design operations & creative workflow development

TOOLS I USE

Adobe Creative Suite | Figma | Blender
AI-powered workflows for concept development, generative imagery, visual research, and creative process optimization

EDUCATION

B.Ed.Des with Honors
Wizo Design Academy, Haifa | 2010-2014

LANGUAGES

- Hebrew – Native
- English – High Proficiency
- Russian – Conversational

FEATURES & EXHIBITIONS

- Tel Aviv International Student Film Festival – 2014
- FirstCourse Movie Catalogue – 2014
- La Culture Exhibitions – 2019, 2020
- Asufa Haggadah (Hagada by Asufa) – 2021