

Aaron Ovadia

**Creative
Direction
& UX Design**

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15 years of experience in digital and print design. I can lead & manage creative teams to make your brand come to life. I've led and coordinated multiple high-budget projects, while bringing people together and delivering successful results. I am experienced and knowledgeable with a very broad skill-set in almost all areas of design including:

Creative Direction, Branding, UX/UI Design, Print Design, Video Editing, Video Production, Packaging, Photography, Animation, Illustration & Product Design

Experience

Altria Israel 2010 - Present (8+ Years)

Manager of Creative Strategy 2016 - Present (2+ years)

- Provided creative direction/vision for 3 ecommerce brands
- Briefed UX team and copywriters through visual mockups, mood boards, style guides and/or creative briefs
- Worked with UX strategists, brand managers and the marketing & analytics managers to deliver design and direction inline with the marketing approach and business goals.
- Recruited, managed, briefed and worked with external creative vendors including 3D render artists, video & animation studios
- Oversaw creative assets to ensure design quality, creativity, cohesive messaging and communication across various graphic touch-points

Creative Manager 2014 - 2016 (2 years)

- Worked closely with the Marketing Director & Brand Manager to develop the Green Smoke brand architecture and refine the brand's positioning to align with Altria Group's existing portfolio of brands and products
- Developed core creative assets for the Green Smoke brand's online initiatives and POS materials for retail stores

Design Team Lead 2010 - 2014 (4 years)

- Led the in-house creative team and was responsible for creative assets for web and print
- Recruited, managed and worked closely with external creative vendors
- Managed the in-house design team and external vendors. (5-6 designers/artists) Digital, print and packaging design
- Played a pivotal role in creating the Green Smoke brand, a leading brand the e-cig category, which was acquired by Altria Group, a fortune 200 company

DropsOfLightProject.com **Founder** 2016 - Current

This is my passion project. Trying to make a difference. I film, edit, curate and post videos, about 60 seconds long, of empowering Jewish ideas given by various speakers on a variety of timely topics. To date, over 250 videos have been posted, 53 speakers featured and over 200,000 minutes viewed.

AaronOvadia.com **Owner** 2004 - 2010

Provided clients with creative services for web and print. Some of my loyal clients include: RGM, Berman Group, TalknSave, DJW, Kindle Innovations, Presentage & iPractical computing.

Education

Hadassah Academic College Graphic Design and Print Production