

Aaron Ovadia

Creative
Director

Over 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 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

Artech (Marketing) Nov 2022 - PRESENT

Creative Director

- Provide creative direction for web and print production

SolidBlock (Blockchain/Crypto) Aug 2021 - August 2022

Creative Director

- Head creative development for all company branding, product and marketing.
- Provide UX direction for the SolidBlock online platform
- Manage external designers

Cronos Device Labs (Cannabis) 2019 - Oct 2020

Manager of Creative Strategy

- Creative direction for product design of inhalable cannabis devices
- Recruited, managed, briefed and worked with a team of external creative vendors including Industrial designers, and 3D render artists.
- Responsible for all in-house creative work.

Altria Israel (E-Cigs & Vapor) 2010 - 2019 (8+ Years)

Manager of Creative Strategy 2016 - 2019 (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
- 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, responsible for creative assets for web & 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 in the e-cig category, which was acquired by Altria Group, a fortune 200 company, in 2014.

Get In touch

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