

Aaron Ovadia

Creative Director

Over 15 years of experience in digital & 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, AI video, Packaging, Photography, Animation, Illustration & Product Design**

Experience

Aish Global (Marketing) June 2024 - PRESENT

Creative Director

- Managed in-house design team and external creative vendors across digital & print
- Led creative direction and messaging for marketing campaigns and initiatives
- Oversaw development of creative assets, ensuring high design quality, innovation, and cohesive communication across all touchpoints
- Developed, refined, and maintained global brand guidelines, including sub-branding for multiple programs and initiatives

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)

- Led creative direction for three eCommerce brands
- Briefed UX and copy teams via mockups, mood boards, style guides, and creative briefs
- Recruited and managed external vendors (3D, video, animation)
- Oversaw all creative assets to ensure quality, consistency, and cohesive messaging across touchpoints

Creative Manager 2014 - 2016 (2 years)

- Partnered with Marketing Director and Brand Manager to shape Green Smoke's brand architecture and positioning within Altria Group's portfolio
- Developed core creative assets for digital initiatives and retail POS materials

Design Team Lead 2010 -2014 (4 years)

- Led in-house creative team (5-6 designers) across web, print, and packaging
- Recruited and managed external creative vendors
- Drove development of creative assets and production workflows
- Key contributor to building the Green Smoke brand, later acquired by Altria Group (2014)

Get In touch

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