AARON OVADIA

CREATIVE DIRECTOR | BRAND BUILDER | DIGITAL ENTREPRENEUR

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PROFILE Creative leader with 15+ years of experience building brands, leading creative teams, and developing digital products and media platforms. Combines strategic thinking with hands-on execution across branding, digital design, UX/UI, video production, and emerging AI technologies. Experienced in leading multidisciplinary teams and bringing creative ideas from concept to launch.

PROFESSIONAL EXPERIENCE

Creative Director

Aish Global (Marketing) | June 2024–2026

- Managed in-house design team and external creative vendors across digital and print.
- Led creative direction and campaign messaging; maintained global brand guidelines and developed sub-brands for programs and initiatives.

Creative Director

SolidBlock (Blockchain / Crypto) | Aug 2021–Aug 2022

- Led creative development across company branding, product, and marketing; provided UX direction for the online platform and managed external designers.

Manager of Creative Strategy

Cronos Device Labs | 2019–Oct 2020

- Directed product design and in-house creative; recruited and managed external vendors, including industrial designers and 3D artists.

Altria Israel

Progressive creative leadership roles | 2010–2019

- Manager of Creative Strategy (2016–2019): Led creative direction for three eCommerce brands and guided UX and copy teams through mockups, mood boards, style guides, and briefs.
- Creative Manager (2014–2016): Helped shape Green Smoke's brand architecture and positioning; developed digital and retail creative assets.
- Design Team Lead (2010–2014): Led a 5–6 person team across web, print, and packaging; built workflows and contributed to the Green Smoke brand, acquired by Altria Group in 2014.

SELECTED VENTURES

Digital Products & Platforms

WrapMyVideo.com

Developed and operate an AI-powered creative tool for video creators, encompassing product strategy, branding, UX/UI, and platform development.

Digital Media & Education

Drops of Light | Torah Wisdom | How To Jew

Founded, developed and run Jewish educational media platforms across YouTube and social channels, including a library of 500+ short-form videos featuring 40+ speakers.

Community & Education

Power Week

Conceived and organized an annual multi-day Torah conference and learning initiative, bringing together educators, speakers, and community members through educational programming and events.

CORE EXPERTISE

Creative Direction & Brand Strategy

Brand Identity & Art Direction

Product Strategy & Development

UX/UI & Digital Design

Digital Media & Video Production

Team Leadership & Creative Operations

AI Creative Tools