

Shany G. Lutzky

Senior Brand & Marketing Designer

Experienced designer in multi-disciplinary fields.

Problem solver, striving for excellence with agile approach in every project.

Experience

2021 - present - Senior Brand Designer & Creative Strategist, SAPIENS

Brand awareness, implementation & maintenance - In-house concept and brand development, visual brand guidelines creation and trainings for company different stakeholders. Responsibility for branded assets alignment and refinement, internally and externally.

Growth & marketing - Social, banners, ads, campaigns with data-driven designs (Our brand elevation and updated visual deliverables increased social media engagement and tripled the number of followers), landing pages, blogs, white papers, brochures, data sheets, company website etc.

Hands on project management - Managing projects with deep understanding of business goals, budget and time limitations. Projects such as: Company rebranding projects, 40 years celebration campaign, company product videos project, In-house employer brand visual development, etc.

Global events concept design & production - Yearly client conferences (EMEA), yearly customer summit (NA), global industry tradeshows and conferences. Responsibility for constantly refining and upgrading our visual appearance in industry events for attracting more leads and business opportunities.

Employer brand & HR internal communications - Employee experience design, Global programs, campaigns, employee benefits, portals, events and more. Conveying the company EVP internally and externally.

Collaboration - Working closely with video editors and animators, creating story boards & scripts, working with external creative agencies and freelancers.

Key-Note Speaker - Branding lecture, "Israeli Insuretech Accelerator".

2020 - 2021 - Creative & Marketing Designer, Studio ZAITZ

BTL, Digital & Advertising - Creative concept, Branding, Marketing Design for companies such as: Electra, Israel Railways, Taldor, Discount bank and more.

2019 - 2020 - Designer & Creative Specialist, Kenes Israel Productions

Concept design & branding for conferences, events and meet-ups for Menora, Leumi, Poalim, WHO, Abbvie, MSD, Keysight, Guesty and more.

2018 - 2021 - Design Teaching Assistant, The College of management & academic studies

Mentoring & guiding students in their yearly design studio, and in "Inclusive design" course (design for people with different disabilities).

2018 - 2019 - Project Based Graphic Designer

Graphic & 3D designer - "Archigraphia" Signage & Industrial design studio.
Graphic Designer - "Giraff - Creating Brands".

2012 - 2018 - Sales & Operations Representative, ELAL Israel LTD

Service, sales, prestige club, overbookings, delays, and cancellations. Handling with strikes and force major, providing solutions for passengers in real time.

Military Service

2009 - 2011 - Marom - Special Trainings

Personnel Coordinator, 63 Independence day Excellence Award



shanycreativedesign.com

[Linkedin](#)

0542195330

shanygreen91@gmail.com

Skills

- Photoshop
- Illustrator
- Indesign
- Xd
- Figma
- Powerpoint
- Office
- ActiveTrail
- Unbounce
- HTML + CSS
- Rhino 3D
- Autocad
- Wix
- AI - Midjourney, Ideogram
- Copywriting
- Illustration
- Photography
- Languages - Hebrew (native)
English (native)
Russian (medium)

Education

2019

UX/UI Course

Mentor College

2013 - 2017

B.Design - Interior & visual design, Cum Laude

The College of management and academic studies

2012 - 2013

Design preparation program

6B Design School

2006 - 2009

Graphic Design & Arts

Gimnasya Gan Nahum