

SHANY G. LUTZKY

SENIOR BRAND & MARKETING DESIGNER

Portfolio: shanycreativdesign.com | [Linkedin](#) | 0542195330 | shanygreen91@gmail.com

Multidisciplinary Designer, agile problem solver, bridging bold creative thinking with strategic, practical execution to move brands and businesses forward.

PROFESSIONAL EXPERIENCE

Senior Brand Designer & Creative Strategist

SAPIENS - Global B2B Insurance Software | 2021 - 2026

- Led company-wide brand identity development, creating visual guidelines, training stakeholders, and ensuring global brand consistency across channels.
- Increased social media engagement by 200% and tripled LinkedIn followers through data-driven visual optimization and targeted marketing design.
- Directed major creative initiatives, including a full corporate rebrand, 40th anniversary campaign, and multi-product video productions.
- Designed integrated marketing experiences across digital campaigns, websites, landing pages, content, and print, while applying UX/UI principles.
- Led global event and conference branding across EMEA and North America, supporting summits and tradeshow to drive booth engagement and lead generation.
- Developed employer brand and EVP visual systems for HR programs and internal communications, strengthening employee engagement.
- Collaborated with agencies, animators, video editors, and cross-functional teams on creative strategy, storytelling, scriptwriting, and multimedia production.
- Translated business objectives into strategic creative solutions, partnering with senior stakeholders to maintain brand quality and consistency.
- Delivered keynote lectures on branding for Israeli Insurtech Accelerators.

Creative & Marketing Designer

Studio ZAITZ - Branding Agency | 2020 - 2021

- Designed branding, digital, and advertising campaigns for clients including Electra, Israel Railways, Taldor, and Discount Bank.
- Delivered cohesive creative concepts from ideation to execution across BTL and digital channels.

Designer & Creative Specialist

Kenes Israel Productions | 2019 - 2020

- Created branding and visual concepts for conferences and events (Menora, Leumi, Poalim, WHO, Abbvie, MSD, Keysight, Guesty).
- Produced event marketing assets that enhanced sponsor visibility and attendee engagement.

Design Teaching Assistant

The College of Management & Academic Studies | 2018 - 2021

Mentored design students in yearly studio projects and workshops focusing on inclusive design for people with disabilities.

Graphic & 3D Designer

Various Studios | Freelance | 2018-2019

Designed signage, branding, and 3D visualizations for "Archigraphia" (Signage & Industrial Design) and "Giraff - Creating Brands". and private clients.

Sales & Operations Agent

EL AL Israel Airlines | 2012 - 2018

Provided real-time solutions during operational disruptions, ensuring customer satisfaction under pressure.

EDUCATION

MA, Graphic Design

University of The Arts, London
Global remote program | 2026 - 2028

AI for Visual Creatives

Shenkar External Unit | 2025

UX/UI Design Course

Mentor College | 2019

B.Design Interior & Visual Communication CUM LAUDE

The College of Management & Academic Studies | 2013 - 2017

Design Foundations Program

6B Studio | 2012-2013

Visual Communication Major

Gimnasya Gan-Nahum High School
2006-2009

TECHNICAL SKILLS

Design Tools:

Photoshop, Illustrator, InDesign, Figma, XD, PowerPoint, Cap Cut

Web & Marketing:

HTML/CSS, Unbounce, ActiveTrail, Wix

3D & Spatial:

Rhino 3D, AutoCAD

AI Tools:

Midjourney, Ideogram, ChatGPT, Claude, Prome.AI, Recraft, Krea

Other:

Copywriting, Photography, Illustration

Languages:

Hebrew - Native
English - Native
Russian - Intermediate

MILITARY SERVICE

Personnel Coordinator

Marom Special Units | 2009-2011