

Oded Levy

Marketing | Communications | Creative

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Summary:

Dynamic Design & Communication professional with over 12 years of experience in digital and interactive design, specializing in developing visual narratives for tech industries. Known for leading teams in creating compelling user experiences and establishing strong brand identities. Skilled in integrating emerging technologies with creative design to resonate with diverse audiences. Passion for web3 crypto-native developers and major brands.

Qualifications:

- Proven experience as a Creative Director, particularly in the tech industry.
- Exceptional design and artistic skills, with a diverse creative portfolio.
- Deep understanding of digital design, UI/UX principles, and emerging technologies.
- Innovative mindset with a passion for pushing creative boundaries in tech-driven environments and web3.
- Effective project management skills, adept at meeting deadlines and managing budgets.

Skills:

- Expertise in creative strategy development, brand identity evolution, and UX/UI design.
- Proficient in industry-standard design software and tools.
- Strong leadership skills, capable of inspiring and guiding creative teams.

Experience:

Design & Communication Consultant - The Narrative Nexus - Sep 2023 – Present

Led branding initiatives and creative strategies, ensuring fresh and competitive brand identity in the tech space.

Collaborated with cross-functional teams, integrating creative concepts into product launches and marketing campaigns.

Authored a comprehensive online branding course for business owners and marketing executives

Consulting private law firms, VCs and Politicians on their communication and messaging.

Senior Art Director - Tamooz Marketing Communications - Israel, Feb 2023 – Sep 2023

Managed a team of designers and copywriters, fostering a collaborative and innovative environment.

Oversaw campaign development, creating visually striking marketing materials and advertisements.

Implemented UX/UI design enhancements in partnership with product teams, focusing on user-friendly and aesthetically pleasing products.

Director of Brand - Lambda Solutions - Canada, Mar 2021 - Dec 2022

Pioneered brand development strategies, maintaining the brand's relevance and appeal in the digital domain.

Analyzed design and technology trends, ensuring the brand's creative output stayed ahead in the industry.

Efficiently managed the creative department budget, optimizing resources for maximum impact.

VP Marketing - Patrick Assaraf | Luxury Fashion - Toronto, Canada, Nov 2019 – Mar 2021

Pioneered digital branding and user experience initiatives, aligning with advanced luxury aesthetic but keeping functionality standards.

Led creative campaigns and visual storytelling, ensuring adherence to brand guidelines while infusing innovative design elements.

Conducted in-depth market research to identify trends and opportunities.

Director of Marketing - Ideal Life | B2B Digital Healthcare - Toronto, Canada, Aug 2014 - Nov 2019

Formulated marketing strategies focused on enhancing digital engagement and cross-platform integration, crucial for the healthcare ecosystems.

Fostered collaboration across creative, PR, and digital teams to unify brand messaging, amplifying the brand's presence in the tech-driven market.

Drove product-led growth strategies, aligning with the dynamic needs of Digital health communities and tech-savvy consumers.

Marketing Designer - Freelance – Toronto, Canada, Nov 2010 - Aug 2014

Developed creative art and design solutions for clients like Canon and The Discovery Channel, showcasing versatility and ability to adapt to various creative styles.

Creative Lead – Enabley (formerly Time to Know) | E-Learning – Tel Aviv, Israel, Oct 2008 – Oct 2010

Managed and inspired a team of 25 designers and animators, focusing on user-centric design and interactive content, key for engaging e-learning users.

Education:

Bezalel Academy of Art and Design - Israel (2002 - 2005)

Bachelor of Arts, Animation, Interactive Technology, Video Graphics, and Special Effects