

Danielle Ron

Sr. Marketing & Brand Designer

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Skills

Design Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Figma, Procreate

Web Design: Elementor, Wix
Email Automation: Responsys, Braze, Mailchimp

AI tools: Chat GPT, Midjourney, Gemini, Runway, google studio

Presentation: Slides, Keynote, Figma
Languages
Hebrew - Mother Tongue
English - Fluent

Professional Experience

Creative Marketing & Brand Designer
Tailor Brands (2023 - Present)

- Spearheaded the development and design of cross-platform marketing campaigns informed by performance data and analytics for Meta, TikTok, Google and Pinterest in a fast-paced, high-pressure environment.
- Owned end-to-end web design for SEM and branded landing pages (concept → UX/UI → handoff/QA) and maintained a scalable landing-page component system, improving user journeys, consistency, and conversion rates.
- Directed and designed compelling brand assets, enhancing overall brand identity and visual storytelling.
- In charge of art-direction and creative development for internal events, ensuring brand consistency and engaging production quality.
- Collaborated with cross-functional teams to optimize campaign effectiveness, utilizing user-generated content and creative research.
- Lead the marketing design team by setting design standards, streamlining workflows for better efficiency, and maintaining creative consistency across all initiatives.
- Interview, mentor, and manage design talent, fostering a collaborative culture of creativity and high performance.
- Represent the design team in cross-departmental projects, aligning creative strategies with broader marketing goals and company vision.

Associate Graphic Motion Designer
Vimeo (2022)

- Created animations and graphic assets, focusing on the motion and graphic language for Vimeo-Create.
- Led creative R&D for web design and video editing, producing templates for both internal and external marketing needs.
- Collaborated with tools such as Figma, Illustrator, and the Vimeo-Create platform.

Content Designer
Artlist (2021)

- Designed album covers and marketing materials using various techniques, including illustration and typography.
- Managed image creation and retouching for product visuals, contributing to campaign graphic language development.
- Planned and scheduled content for the company’s blogs, ensuring visual consistency and engagement.

Freelancer (2018 - 2021)

- Provided design services across various mediums, specializing in graphic language creation, typography editing, and motion design.
- Notable projects include logo designs, video editing, and social media content for diverse clients such as Canopy LTD and Kahun.
- Design and Motion design for music release

Social Media Management
Wizo-NB School of Design (2019 - 2020)

- Led the rebranding and content strategy for the "Vico-Wizo" social pages, enhancing engagement and visibility.
- Curated page layout and activities, fostering community interaction through guest features and content planning.
- Content Creation on high passed demand.

Education

B.A. in Visual Communication & Education
Wizo-NB School of Design, Haifa (2016 - 2020)
• Major: Art and Creative Direction

Education Practice
2017-2018 Craft tutor In "Ha'aliya" Elemntry school, Haifa.
2018-2019 Photoshop and Illustrator tutor in "Reut" High School for Arts, Haifa.