

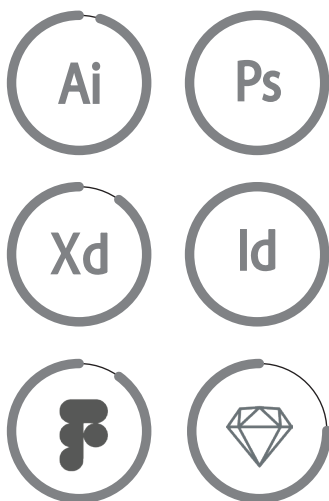


## Elina Uretsky

Senior Creative Designer

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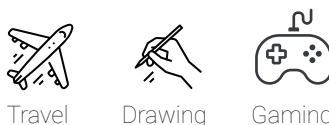
### Professional Skills



### Languages

- Hebrew - Native
- Russian - Native
- English - High Proficiency

### Hobbies



### About

I am a passionate and experienced Creative Designer, self-motivated problem solver and a creative mentor. I have an ability to drive people, while staying focused on business results. I own brand design projects A-Z dealing with brand identity, UX/UI design, and marketing assets, while understanding the end goals.



### Education

2002-2006 // Bachelore Degree in Visual Communication Arts // Ascola Meimas College  
2020 // UX UI course // Netcraft Academy  
1996-1999 // School of Arts. Ironi Alef Tel Aviv



### Working Experience

#### Rakuten Viber

2020-Today // Senior Creative Designer

As a senior creative designer working in a global environment, I create unique campaigns that stand out. I communicate with marketing managers and partners across the globe. I'm working on B2C, B2B projects, collaborated with Dev teams and internal units. I use my strong and deep knowledge on UAC, CRM and social platforms to create visual solutions to solve marketing problems. I'm collaborating with the teams worldwide to keep track of campaign performance. Experienced with the localization processes in large projects and campaigns.

#### Gitam BBDO advertising agency

2008 - 2020 // Senior Creative Designer

As a senior creative designer I have developed visual languages, created campaigns for global and local companies and lead design projects. I always keep creative while being aligned with the brand guidelines.

2006 - 2008 // Art Director

At my role of an Art Director I created campaigns, print and a tv ads. I took part of developing marketing strategies and translated them into creative briefs, leading the projects from concept to executions.

2005 - 2006 // Graphic designer

As a junior graphic designer I worked on different marketing materials in the studio of Gitam BBDO.

#### Freelancer Creative Designer

2007-2015 // I provided branding, creative and digital services for startups and small businesses, UX/UI projects and creative strategies brainstormings.

#### Meidan-Shenhav Studio

2002 - 2004 // Graphic designer

#### Brukner Netaa Adv. agency

2000 - 2002 // Graphic designer



### Achievements and Awards

2021 // My initiative to create a chat bot for self-examination to early detection of breast cancer came to life in Viber. The bot achieved great results when more than **1M women subscribed** in more than 40 countries.

2012 // Silver Cactus Award in a "Gold Cactus" Creative Contest, Print category.

2010 // Bronze Award at JCDecaux Creative Contest.



### Personal Skills

Creative driven //  
Great communication skills //  
Enthusiastic and a self-starter //  
Team Player and collaborating remotely //  
Effective performer with attention to detail //  
Creative strategic thinking //  
Strong organizational skills //  
Leading complex processes and projects in a global environment //



### My Portfolio