

ALEJANDRO FELDMAN

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📍 Tel Aviv

ABOUT ME

I'm a UX/UI Product Designer and Project Manager with over 20 years of experience in advertising and marketing as a creative art director and designer. I'm passionate about creativity, technology and accessibility.

EDUCATION

Netcraft Academy

User Experience Design Course
2020 | Tel Aviv

Escuela Superior de Creativos Publicitarios

Advertising & Communication Arts
2000-2003 | Buenos Aires

T.E.A

Bachelor in Journalism
1997-1999 | Buenos Aires

SKILLS & EXPERTISE

UX/UI Product Design, Project Management, Creative & Design Strategy, Art Direction & Graphic Design, Storytelling, Team Player, Fast Learner

Design Tools

Figma, Adobe: Photoshop, Illustrator, InDesign, XD (Basic), Premiere (Basic)

LANGUAGES

Spanish - Native
English - Fluent
Hebrew - Fluent

EXPERIENCE

Self-employed - Creative & Design Strategy, UX/UI, Art Direction

Fields: BX/CX/UX - Product, Advertising and Marketing | 2022-Present

- Led projects as a Product Designer and Project Manager from ideation to results evaluation.
- Responsible of the creative and design strategy, research and design execution, including brand creation, web & mobile, online & offline marketing materials, and GTM.

Creative Senior Art Director and Designer

McCann Tel Aviv | 2020-2022

- Ideation of the successful Tapizuna relaunch campaign.
- Created offline and digital campaigns for MAX and Tnuva, art directed and designed all UX/UI elements, including web & mobile landing pages, banners and others.

Creative Senior Art Director and Designer

Havas Tel Aviv (Inbar Merhav G) | 2015-2020

- Created, designed and art directed several campaigns for Nissan, Colon, Steimatzky and Hashachar Ha'ole, many of which have won various national and international awards.
- Created a CX Campaign for Nissan GT-R, which exceeded the original goal. Lead the research process, art directed and designed the UX/UI of all elements (360 video, web & mobile page, banners, etc.) and was part of the A/B testing.

Co-Founder / Creative Director & Strategy

Soda Advertising | 2014-2015

- Led and managed creativity, from strategic planning to production management and the delivery of final products to the client.

Creative Senior Art Director and Designer

Baumann Ber Rivnay / Saatchi & Saatchi | 2013-2014

- Created creative campaigns in traditional & digital media and led their visual communication. Clients: Strauss-Elite Coffee products, Coffee Shot, Bekol and many other brands.

Creative Senior Art Director and Designer

Euro RSCG (Havas Tel Aviv) | 2011-2013

- Key player of the creative team that took the agency from the 29th place to the top 3 most creative agencies in Israel. Some works were honored at Cannes Lions and other international and national festivals.
- Responsible for the overall visual aspects of all clients.

Creative Senior Art Director and Designer

Shalmor Avnon Amichay / Y&R | 2010-2011

- Created and art directed bold campaigns for some of Israel's leading brands. Some of these works were finalist and won at Cannes Lions and other international festivals.

Creative Senior Art Director and Designer

2000-2010

- DZO (Tel Aviv) | Yehoshua / TBWA (Tel Aviv) | McCann Erickson (Buenos Aires)