

# Alex Zhurabin Art&Creative Director

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 PORTFOLIO LINK: alex-zhurabin-art-director.com

## PROFILE SUMMARY

With 25 years of experience in creative and art direction, design, advertising, and branding, I have successfully led a wide range of 360-degree campaigns. My expertise includes developing innovative ideas, managing creative teams, and collaborating with media production companies. I have a proven track record in preparing successful bids and presentations that have attracted new clients and driven business growth. I excel in human relations, quick problem-solving, and am dedicated to achieving outstanding results.

## EXPERIENCE:

2022 - present (2.5 years)

### Art Director & Design Team Leader (6 people) Dsay Interactive

1. Lead a studio of six to eight designers, assigning projects based on individual strengths and overseeing work to achieve the best results for the business.
2. work as an Art Director on advertising campaigns, developing ideas with a copywriter and Creative Director, and preparing presentations including storyboards and designs.
3. I have extensive experience in presenting to clients and managing campaigns from start to launch.
4. I build strong professional relationships with clients.
5. I initiate the opening of a branding department, bringing in new projects and revenue.

few Successful branding projects

[Netanya Academic College](#)

[Pama](#)

[Pazgaz](#)

6. I participate in pitches that successfully secure new clients like Paneco, Care Laser, Optica Halperin.

**Among our customers:** Bezeq International, Pazgaz. Sano, Pama, Interactive israel, Paneco,

2014 - 2022 (6.5 years)

### Creative & Art Director, WE Advertising Agency

Played a key role in transforming a small start up agency, initially with two clients, into a successful firm with 15-20 clients, including five major strategic accounts. Led rebranding projects, expanded and managed a growing design team, and built strong client relationships that supported long-term growth and retention.

Successful branding projects include the rebranding of "Big Apple Pizza," "Jivago Perfume and Cosmetics," and "Lemetayel" store chain.

links:

[Big Apple Pizza](#)

[Jivago](#)

[Lemetayel](#)

**Among our customers:** KFC Israel, Tamnoon, Pandor, Mega Sport Israel, Dynamica, Nannys Cheese, Maya Foods, iStore, The Israel Museum, ST. DALFOUR, etc.

2014 - 2013 (1.5 years)

### Art Director, MOMA Advertising Agency

Focused on advertising campaigns and creative strategies for clients

Among the customers: Clalit Health Fund, Gentleman, Bana Mashkaot, Karkaot Israel, Zim Shopping Centers, 365 COST, etc.

2008 - 2013 (6 years)

### Creative & Art Director, AHARONI Marketing Communications Advertising Agency

Among the customers: SPNI, Ariel Sharon Park, Hiriya Recycling Park, The European Union (Israel branch), Road 6, Association of Cities Dan, etc. Effie Awards (gold) for Effective Marketing and Advertising for 2009 "The National Bird Campaign"

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2008 - 2006 (2 years)

## Art Director, Migzarim (Russian Sector) Advertising Agency

Among the customers: Strauss Group, 013 Barak, Netvision, Electra Air Conditioning, Bank Beinleumi, Golden Pages Israel, Motorola Israel, etc.

2005 - 2006 (1.5 years)

## Senior Designer, McCann Marketing and Advertising

Among the customers: Honda Israel, YES TV, Bank Leumi, etc.

2005 - 2008

## Founder and owner, DC Studio

Among the clients: TACT RECORDS, Egged Transportation Ltd, Shlomo Sixt, 1280c (Israel Ceramics Arts

## EDUCATION

2021-2022 Netcraft Academy, User Experience and User Interface

1996-1998 Tafnit College, Visual Communication

1989-1992 SmolGU-Smolensk State University, Russia

## SKILLS

Graphic Design Software: Adobe Photoshop, Illustrator, InDesign, Figma

Team Management and Creative Problem Solving

Excellent Communication Skills

## LANGUAGES:

Hebrew - High level

Russian - Mother tongue

English - High level

Recommendations will be provided upon request

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## אלכס ז'ורבין – מכתב המלצה



אלכס סיים תקופה של שש שנים וחצי, בה עבד בחברתנו כארט דירקטור בכיר. במשך כל התקופה אלכס הציג יצירתיות, נאמנות למשרד, יכולת עבודה בתנאי לחץ ובמהירות ותרם רבות להתפתחות המשרד בשנים האחרונות. למשך חלק מהזמן אלכס גם שימש כמנהל קריאייטיב לחצי מלקוחות המשרד ועשה זאת במסירות ובמקצועיות.

אלכס הוא שחקן נשמה, איש קריאייטיב נלהב שאוהב פרסום וחושב קריאייטיב ללא הרף. הוא היה נכס חשוב ומשמעותי לחברה, גם ברמה המקצועית וגם ברמה החברתית.

אני ממליץ על אלכס בחום ובטוח שהוא יהווה תוספת חשובה ומשמעותית לכל מחלקת קריאייטיב בארץ. אשמח להרחיב בשיחת טלפון – מוטי 052-7475754.