

Elina Uretsky

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Brand Design Team Lead

Creative and strategic leader with 15+ years building global B2C brands, leading design team, and launching high-impact campaigns.

Expert at translating business goals into cohesive brand systems across digital, social & in-app platforms.

Experienced in integrating AI tools within the team to streamline workflows and accelerate creative output.

EXPERIENCE

Rakuten Viber | Brand Manager & Creative Team Lead | 2020–Present

- Directed global creative strategy and brand refresh, building a comprehensive brand book and unique visual language for internal and external use.
- Led an international team, mentoring designers and overseeing cross-market campaign execution.
- Managed a successful global user acquisition & brand awareness campaigns, produced entirely in-house.
- Partnered with product, marketing, and growth teams to deliver campaigns, social content, video, UGC-style creative, and in-app experiences.

Gitam BBDO | Brand Designer & Art Director | 2006–2020

- Developed visual identities and cross-channel campaigns for top consumer brands, integrating storytelling and design strategy.
- Collaborated with copywriters, strategists, and production teams to deliver high-quality creative under tight deadlines.
- Built expertise in global branding, fast-paced production, and stakeholder collaboration.

CORE SKILLS

- Global Brand Strategy & Identity Systems
- Creative Direction & Cross-Cultural Team Leadership
- Campaign Execution: Digital, Social, Video, In-App, UGC, Events
- Design Systems, Brand Guidelines & Illustration Languages
- AI Tools Integration & Workflow Optimization
- Stakeholder & Agency Collaboration
- Project Management & Multi-Market Execution

EDUCATION

Ascola Meimad Arts College, Tel Aviv - Visual Communication Art, B.Design

Netcraft Academy - UX/UI Design Course

TOOLS

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Monday, Google Workspace

AI tools (Veo3, Weavy platform, Midjourney, Flux, Runway)

LANGUAGES:

Hebrew (native), Russian (native), English (fluent)