

# Ronnie Yaron, brand+marketing, design+creative.

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EXPERIENCE01

2025...

Creative Director | XM Cyber

- **Brand Vision:** Spearheading global brand evolution and visual strategy to maintain a cutting-edge presence as the company scales.
- **Team Leadership:** Leading and mentoring the creative team, overseeing professional development and high-quality project delivery.
- **Strategic Alignment:** Bridging design, product, and growth teams to align design logic with core business strategy and stakeholder goals.
- **Narrative Design:** Translating complex technical capabilities into high-impact visual narratives and professional brand stories.
- **Operations:** Streamlining creative workflows from discovery to launch to ensure agility and high-fidelity output.

2020 - 2025

Lead Creative Designer | Vulcan Cyber

- **Brand Strategy:** Led the evolution of the brand identity and optimized cross-company creative processes across digital, video, social, and print.
- **Execution & Delivery:** Hands-on execution of high-fidelity assets, including landing pages, data visualizations, campaign materials, and event assets.
- **Performance Design:** Leveraged behavior analytics platforms to continuously optimize website usability and the design of marketing campaigns.

2018 - 2020

Lead Designer & Studio Manager | AnyVision (Oosto)

- Lead and mentored the company's design studio team.
- Created, developed and managed the company's brand.
- Ensured the quality and completion of all work projects.
- Partnered with product and UX teams to ensure designs met best practices.

2017 - 2018

Senior Graphic Designer | SysAid

- Designed diverse marketing collateral including websites, ad campaigns, and conference booths.
- Collaborated directly with developers to ensure final products matched design specifications and intended behavior.

2018 - 2020

Creative & Marketing Manager | Shlomit Ofir Designs

- Developed and managed online presence.
- Conceptualized and managed all cross-platform campaigns.
- Led all new collection launch projects.
- Planned and executed global online marketing strategy.
- Created profitable collaborations with online influencers.

SKILLS02

**Design & Prototyping:**  
Figma, Adobe CC, Framer, Spline.

**Generative Art Direction:**  
Midjourney , Recraft, Ideogram, Adobe Firefly.

**AI Video & Motion:**  
Runway Gen-3, After Effects.

EDUCATION03

Tel Aviv University  
**BA in Film and Television**

Minshar Private School  
**Fine Arts**

LANGUAGES04

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|---------|--------|
| Hebrew  | Fluent |
| English | Fluent |