

# TOM ZAKAI

## CREATIVE DIRECTOR

### ABOUT ME

Creative Director & Designer with 15+ years of experience building brands, leading award-winning campaigns, and turning strategic concepts into impactful visuals. I'm all about bold ideas, seamless execution, and obsessing over the details that make a difference.

Alongside agency and in-house work, I've recently built AI-driven products end-to-end, such as CoverCub (personalized children's books) and CounterCall (AI voice agents for small businesses).

### SKILLS

**Creative Software:** Figma, Adobe Photoshop, Premiere & Illustration.

**AI Design & Tech Tools:** Firefly, Flow, Nano banana pro, Veo 3.1, Kling 2.6, Weavy, Cursor, ChatGPT, Claude, Gemini.

### LANGUAGES


**Hebrew** Native  
**English** Fluent


### EDUCATION


**Bachelor's Degree** in Visual Communication Design, WIZO Haifa Academy of Design and Education

### MILITARY SERVICE

**Israeli Navy, IDF**  
Combat medic on a missile ship

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## EXPERIENCE

2025-Present

### Independent Ventures: AI & Product Building

Founded and built two AI-driven products end-to-end: **CounterCall** (AI voice agents for SMBs) and **CoverCub** (personalized children's books). I utilized Cursor, OpenAI, and Supabase to engineer complex API integrations and automated pipelines, bridging the gap between creative strategy and technical deployment.

To drive growth, I leveraged generative video and design tools (including Veo 3.1, Kling 2.6, and Firefly) to produce high-performing UGC assets and execute performance marketing campaigns.

2022-2025

### Creative Manager @ Wix

- Core team member launching Wix Studio for professional creators.
- Led end-to-end creative strategy and execution for brand awareness and acquisition campaigns across platforms like TikTok and Meta (UGC, performance video).
- Combined strategic collaboration with Product Marketing (setting KPIs, briefs) alongside hands-on production using Adobe Suite and AI tools.
- Managed complex B2B projects and creative workflows within a global SaaS organization.

2020-2022

### Head of Creative @ Great Digital Partners

- Led creative, design, and copy teams from strategy to execution for major clients such as Playtika (mobile gaming industry), AM:PM, Unilever, Nike, eBay, Shlomo Sixt, Tempo, Neopharm and Poalim.

Managed creative strategy, KPIs, and media planning, collaborating with performance teams to monitor results and optimize campaigns

- accordingly.
- Led end-to-end creative processes, managing production from ideation to final delivery, including creative development, shooting days with directors, actors, and photographers, and post-production with motion animators and sound designers.

2009-2019

### Art Director @ Shalmor Avnon Amichay (2009-2011), BBR Saatchi & Saatchi (2011-2012), Great (2012-2019)

- Created and led creative campaigns for top brands across offline and digital platforms, including Hyundai, Toshiba, Teva, Yotvata, American Express, Elite, Cellcom, NirLat, and Unilever.
- Creative Director at Geart (2016-2019), Led a 12-person team, managing cross-platform campaigns from concept to execution.
- Won two Efi Awards (Grand & Gold) for Klik's rebrand, boosting sales and growth. Earned two Eurobest shortlists and two London International Awards for creative campaigns.
- Rebranded AM:PM with a new strategy and visual identity, turning it into a Tel Aviv icon and driving sales growth.