

# 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, stunning visuals. I'm all about bold ideas, seamless execution, and obsessing over the details that make a difference.

Skilled in leading teams, collaborating across disciplines, and delivering work that leaves a lasting impact.

### SKILLS

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

**AI Tools:** Adobe Firefly, ChatGPT, DALL·E 3, Pika, and whatever comes next.

### LANGUAGES

**Hebrew** Native

**English** Fluent

### EDUCATION

**B.A** 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

2022-2025

### Creative Manager @ Wix

- Part of the core team that launched Wix Studio, a platform for professional web creators.
- Led end-to-end creative processes to drive brand awareness and acquisition, delivering assets such as UGC, influencer content, and performance videos across platforms like YouTube, TikTok, and Meta.
- Hands-on involvement in production and post-production edits using Adobe Photoshop, Premiere and AI tools.
- Collaborated with Product Marketing to create briefs, set KPIs, define target audiences, and plan distribution strategies.
- Worked closely with designers, writers, and post-production teams to deliver cohesive, polished results across all channels.
- Developed expertise in navigating complex workflows and managing B2B projects within a global SaaS organization.

2020-2022

### Head of Creative @ Great Digital Partners

- Led creative, design and copywriting teams from strategy to final delivery across multiple projects for a variety of clients, such as Playtika, AM:PM, Unilever, Nike, eBay, Shlomo Sixt, Tempo, Neopharm and Poalim.
- Managed creative briefs, including strategy, KPIs and media plan; Collaborated with client management, strategy, and performance teams to monitor results and optimize 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.

2016-2019

### Creative Director @ Great Digital Partners

- 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.

2009-2016

### Art Director @ Shalmor Avnon Amichay (2009-2011), BBR Saatchi & Saatchi (2011-2012), Great (2012-2016)

- 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.