TOM ZAKAI

**AI Builder &
Creative Director**

SUMMARY

Creative Director and Product Founder with 15+ years of experience bridging the gap between bold ideas, high-end design, and market-ready products. Specialized in building AI-driven ventures from the ground up - combining strategic vision, conversational UX, and growth-focused execution.

SKILLS

Design & Product: UI/UX Design, Conversational UX, Brand Identity, Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere).
AI Generation: High-fidelity Prompting for Image & Video (Nano Banan, Firefly, Veo, Kling).
Code & AI Engineering:
AI-Assisted Coding (Cursor) , Advanced Prompt Engineering & LLMs (OpenAI, Claude, Gemini), Frontend Development, Database Integration (Supabase),

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

📞 054-4256361

🌐 tomzakai.com

✉️ tomzakai@yahoo.com

EXPERIENCE

2025-Present
Co-Founder & Head of Product @ Botivation.ai

- Partnered with a technical co-founder to build a proactive WhatsApp AI accountability coach, born from a personal need to beat procrastination.
- **Product & UX:** Bypassed traditional app friction by designing a WhatsApp-first conversational UX. Crafted the behavioral psychology and humor behind the AI, featuring 4 distinct personas (Tough Coach, Polish Mom, Cheerleader, Stoner) designed to push users into action.
- **Tech & Design:** Designed the brand identity, website, and the AI's persona through advanced prompt engineering, creating a high-retention conversational experience.
- **Growth & Marketing:** Executed a zero-budget marketing strategy across social media presence. Generated a waitlist of over 5,000 organic sign-ups and secured major PR coverage in Mako [Link].

2025-Present
Solo Founder @ Sofsipur

- Founded and engineered a premium AI personalized book platform for all ages, managing the entire lifecycle from branding and UI/UX to full-stack coding and physical print fulfillment.
- Disrupted template-based competitors by developing complex AI workflows for multi-character consistency and diverse styles, wrapped in a clean, conversational UX chat interface.

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.

2009-2019
Creative Director & Art Director @ Top Advertising Agencies (Shalmor Avnon Amichay Y&R, BBR Saatchi & Saatchi, Great Digital Partners)

- Led creative strategy and execution for global and local brands including Nike, American Express, Hyundai, Playtika, and Strauss.
- Managed cross-functional teams, taking projects from conceptual ideation to large-scale production.
- Award-winning work: Recipient of multiple Efi Awards (Grand & Gold) and shortlists at Eurobest and London International Awards (LIA).
- Rebranded AM:PM with a new strategy and visual identity, turning it into a Tel Aviv icon and driving sales growth.