



# Ronen Gidal Dachnevsky

## SUMMARY

Strategic & Creative Designer with 6+ years bridging brand leadership, digital products, and design strategy. My background combines hands-on creative ownership—leading global brand visual systems and cross-functional design frameworks in the tech sector and beyond—with an advanced specialization in strategic design methodologies (service design, research, business innovation frameworks) from Elisava Barcelona. I operate at the intersection of business goals and visual culture, looking to join design-driven organizations where design shapes core decisions and user journeys, not just the surface.

## EDUCATION

### MSc in Business Design

Elisava School of Design and Engineering, Barcelona | 2026

Specialization in Strategic Design methodologies, design research, and service design applied to cross-industry business innovation

### B.Des in Visual Communication

Shenkar College of Engineering and Design, Tel Aviv | 2016 - 2020

Focus on Digital Product Design (Web) & Motion Design. Exchange semester at **Berlin University of the Arts (UDK)**

## SKILLS

**Design & Brand Leadership** - Creative Direction, Visual Identity Systems, Brand Strategy, Storytelling, Art Direction.

**Strategy & Innovation** - Strategic Design, Service Design, Service Blueprinting, User Journey Mapping, Project Management.

**Product & Digital Design** - UI/UX Systems, Web Design & Development, Product-Marketing Strategy, Content Strategy, Video Production, Motion Graphics

**Tools & Software** - Figma, Webflow, Adobe Creative Cloud (After Effects, Premiere, InDesign), Photoshop, Illustrator, Lightroom), AI tools (Claude, ChatGPT, Gemini)

## LANGUAGES

Hebrew (native)

Russian (native)

English (fluent)

## EXPERIENCE

### Creative Design Lead | Firebolt Analytics (Remote) | 2023 - 2026

- Sole in-house creative lead; owned the full visual language of the company across multiple areas — worked directly with founders, VPs, and marketing leads to define and execute strategic direction.
- Translated product strategy into brand positioning for 3 major product launches: owned the brief, defined the visual and messaging framework, and directed external agencies through execution.
- Drove measurable brand presence growth (1.1M+ YouTube views, 174% LinkedIn growth) as a strategic partner to go-to-market teams — shaping campaign concepts, narrative structure, and audience targeting alongside creative execution.

### Brand & Marketing Designer | Firebolt Analytics (Remote) | 2021 - 2023

- Designed end-to-end campaign assets and multimedia content alongside marketing teams, contributing to brand development and supporting go-to-market objectives.

### Product & Brand Designer | OPEN - Total Brand Experience | 2020 - 2021

- Worked and delivered design services and solutions for major clients including ICL (Israel Chemicals Ltd.) and the Israel Philharmonic Orchestra — covering identity, digital, and communications.

## PROJECTS

### Strategic Designer & Project Manager | Elisava × MOCO Museum

- Led the strategic and creative redesign of MOCO's concept store as a cultural destination — applying **service design methods** including, visitor journey mapping, stakeholder research, and experience prototyping.

### Service Designer & Project Manager | Elisava × BUSUP

- Worked as service designer on transforming a mobility operator (BUSUP) into an experience platform — developed **service blueprints**, user research, and strategic innovation roadmap.

### Founder, Executive Producer & Creative Director | 'Wake&Shake' Events

- Founded a recurring music morning-events series in Barcelona. Owned concept, brand identity, production, and marketing strategy — growing it from zero to a sold-out experience with a loyal, returning audience.