



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 in leading global brand visual systems and cross-functional design frameworks across the tech sector and beyond, paired with an advanced specialization in strategic design methodologies (service design, research, and 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) Spanish (A2)

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, 280% 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

Cultural Entrepreneurship & Creative Direction | 'Wake&Shake' & 'Soluna'

- Founded and direct two distinct music and lifestyle event brands in Barcelona, owning everything from conceptual DNA and visual identity to end-to-end event production and community operations.

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.