



Ronen Gidal Dachnevsky

SUMMARY

Creative Lead with 6+ years of experience building brand systems across visual identity, web design, motion, and product marketing. Having managed the entire creative output as the sole in-house designer at a fast-growing tech company, I learned to move fluidly between hands-on execution and strategic decision-making, and that combination is exactly what I formalized through my postgraduate studies at Elisava Barcelona. Today I put it into practice as co-lead of Nomada Festival, South America's first digital nomad festival, owning brand, creative, and strategy.

EXPERIENCE

Creative Director & Brand Strategy | Nomada Festival, Remote | 2026 - Today

- Delivered the brand and creative direction for the debut edition; now scaling the strategy toward a 4-country expansion.
- Built the brand foundation that brought sponsors and clients on board, aligning commercial goals with the audience experience.

Creative Design Lead | Firebolt Analytics, Remote | 2023 - 2026

- Sole in-house creative lead; owned the full visual language of the company across product marketing, web, brand, and campaigns, directing external agencies to execute to brief.
- Led creative direction for 3 major product launches end-to-end; drove 1.1M+ YouTube views and 280% LinkedIn audience growth through consistent creative strategy.
- Worked directly with founders, VPs, engineering/marketing leads; full ownership of all design decisions.

Brand & Marketing Designer | Firebolt Analytics, Remote | 2021 - 2023

- Designed end-to-end campaign assets and multimedia content (video, motion, digital) collaborating with marketing/engineering departments to build a scalable visual system.

Product & Brand Designer | OPEN - Total Brand Experience, Tel Aviv | 2020 - 2021

- Delivered identity, digital, and communications work for major clients including ICL (Israel Chemicals Ltd.) and the Israel Philharmonic Orchestra.

PROJECTS

Founder, Executive Producer & Creative Director | 'Wake&Shake' & 'Soluna'

- Founded and direct two distinct music and lifestyle event brands in Barcelona. Full creative direction: visual identity, social media, and content, plus all production logistics.

Strategic Projects: MOCO Museum & BUSUP | Elisava Barcelona | 2026

- Led strategic and service-design initiatives with MOCO Museum and BUSUP as Project Manager, translating research and stakeholder mapping into experience redesigns and innovation roadmaps.

EDUCATION

Postgraduate in Business Innovation and Design Practices

Elisava Barcelona School of Design and Engineering, Barcelona | 2026

- Strategic design methodologies, service design, design research, and business innovation.

B.Des in Visual Communication

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

- Digital Product Design (Web) & Motion Design. Exchange semester at **Berlin University of the Arts (UdK)**

SKILLS

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

Content & Digital - Web Design, Campaign & 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)