Maria Leznov

**Creative Art Director | Visual Communication Designer |
Brand Designer | Marketing Designer | UX-UI Web Designer**

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SUMMARY

Experienced versatile Art Director with a strong background in both Graphic Design and Web Development, a solid background in characterizing and designing marketing materials across various print and digital platforms. Skilled in translating marketing strategies into engaging designs that drive brand awareness.
Rich experience in communication with customers and excellent teamwork skills.

PROFESSIONAL EXPERIENCE

BBR Saatchi & Saatchi

2014-Now — **Creative Director**

Spearheaded the design and development of marketing campaigns, encompassing both print and digital media, to effectively reach target audiences.
Collaborated closely with marketing and development teams to design and implement visually compelling websites, ensuring seamless user experiences and brand consistency.
Engaged closely with clients to understand requirements and deliver tailored solutions of UI/UX.
Produced a diverse range of marketing collateral, including branding, print ads, digital banners, social media graphics, email campaigns, and website assets.
Managed project timelines and resources to deliver high-quality designs within schedule constraints.
Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and After Effects for graphic motion design. Knowledge of Figma for collaborative design processes.
Implemented accessibility features, making sites inclusive and compliant with standards, emphasizing user-centric and SEO-optimized approaches.

Brickman advertisement agency

2008-2014 — **Art Director**

- Concept development and campaigns design including big international companies
- Interactive internet design
- Promotional online site home pages, banners and ads
- Print design

MGOLD, The international technologies company

2007-2008 — **In-House Graphic Designer**

- Responsible for the Branding of the company as the International leader in this field
- Exhibitions' catalogues design; Brochures in different languages
  Educational booklet
- Being a part of these exhibitions' Designing & Production team
- Responsible for the co-ordination of work with the Marketing staff
  and of managing the Graphic Dept. staff

Ashkenazy-Zalzmanadvertisement agency

2004-2007 — **Art Director**

- Concepts development
- Print design
- Internet design (banners and sites)
- Presentations design

EDUCATION

- **Mentor College & University in Ramat Gan**
- **WIZO Haifa Academy of Design and Education**
  Bachelor's degree, Graphic Design
- **WIZO Art High School**
  Art and Design

SOFTWARE SKILLS

• Adobe Creative Suite (Photoshop, Illustrator, InDesign) • After Effects • Figma • Wix Studio

LANGUAGE SKILLS

• Speak, read and write fluent Hebrew
• Speak, read and write fluent Russian
• Speak, read and write good English