

JOE GRINBAUM

Experienced Design, and Creative Director with a demonstrated history in the fashion and tech industries.

Skilled in Product Design & Management, Branding, Team Management, and Creative Thinking, I apply my experience and wide range of skills to create holistic brands with outstanding products, B2B (SaaS), B2B2C, and B2C.

Highly skilled, motivated, and constantly learning new things, I consider myself a team player with excellent leadership skills and a unique way of thinking allowing me to see the big picture while never missing the little details.

EXPERIENCE

Zeekit - Creative director

April 2019 - Present

Head of Creative & Design at Zeekit, an AR tech start-up that offers virtual dress-up simulations for eCommerce businesses.

- Managing about 30 employees in multiple teams including UX/UI, video, as well as the company's inbound and outbound creative operations. Reporting to the company's CEO.
- Created the company's Branding language from strategy to implementation in marketing, product design, content, etc.
- Leading the product strategy and design E2E, from ideation to defining MVPs. Setting KPIs, creating user flows and wireframes, leading UX & UI designers, establishing analytics inquiries. Collaborating with all relevant stakeholders in the company. The wide variety of products include a SaaS platform and four B2B2C products.
- Managing the company's Creative Operations department - both inbound operations, and outbound client management, overseeing international projects with world-renowned fashion brands and eCommerce giants such as Asos, Tommy Hilfiger, Levi's, Adidas, and more.

Yanga (FOX Group) - Marketing & Creative director

November 2016 - April 2019

Head of Marketing and Creative at Yanga, an Israeli fashion brand with over 35 independent stores nationwide.

- Managing a budget of over 2M, Creating a yearly roadmap while working closely with and directly under the company's CEO.
- Managing the brand's customer club, boosting registered customers from 16K to over 80K with over 55% active customers and a recognized turnover of more than 60% annually.
- Increasing Social Media following by more than 200% annually.
- Re-activation campaigns for dormant customers with a 218% ROI monthly.
- Creating original content, advertising on social media, in-store marketing, collaborations, event production, forming concepts for cross-media campaigns, PR, radio, and TV advertising.
- Managing various teams: creative team, content team, media team.
- Re-Branding the company's values, creating a coherent language and brand DNA including online presence and physical marketing supply.
- Conducting qualitative and quantitative customer surveys.
- Redesigning the brand's stores according to the new brand values, creating a unique and memorable experience for customers.

Marketing & Strategy Consultant, Fashion & Design Journalist

January 2012 - November 2017

- Strategic consulting for small businesses focusing on establishing and managing a successful local brand.
- Fashion and Design Journalist at Time Out - Tel Aviv. Art director and producer for the magazine's visual content. Weekly Column "Dira Le'hakir" column - second rated column on the magazine's website.
- Fashion Correspondent at i24 News.
- Design Journalist at Binyan ve dior - BVD.co.il.

✉ joemg1@gmail.com

☎ +972-52-6278-388

📍 Tel Aviv, Israel

LANGUAGES

- English - Native Bilingual
- Hebrew - Native Bilingual

SKILLS

- Team management.
- Branding.
- Content writing.
- Graphic design.
- Art Direction.
- UX/UI.

SOFTWARES

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office
- Jira
- Priority ERP
- Comax ERP

EDUCATION

Shenkar - Engineering. Design. Art.
(2012 - 2014)

Master of Design (M.Des)
Interdisciplinary Design.

Shenkar - Engineering. Design. Art.
(2007 - 2011)

Bachelor of Design (B.Des)
Fashion Design.

For more detailed information feel free to check out my LinkedIn at:
www.linkedin.com/in/joe-m-grinbaum/