

Hello, I'm Alex,

Designer.
Director.

Leading creative teams and end-to-end design processes. I bring together strategy, storytelling, AI technology, and design to create intuitive digital products and distinctive brand experiences.

Experienced in:

Tech & Digital Products | Consumer Products | Business Medical | Media | Defense Systems | Government & Municipalities | Universities | Agriculture

Alex Schwartz | +972.50.9229251 | apricot360@gmail.com | alex465.com

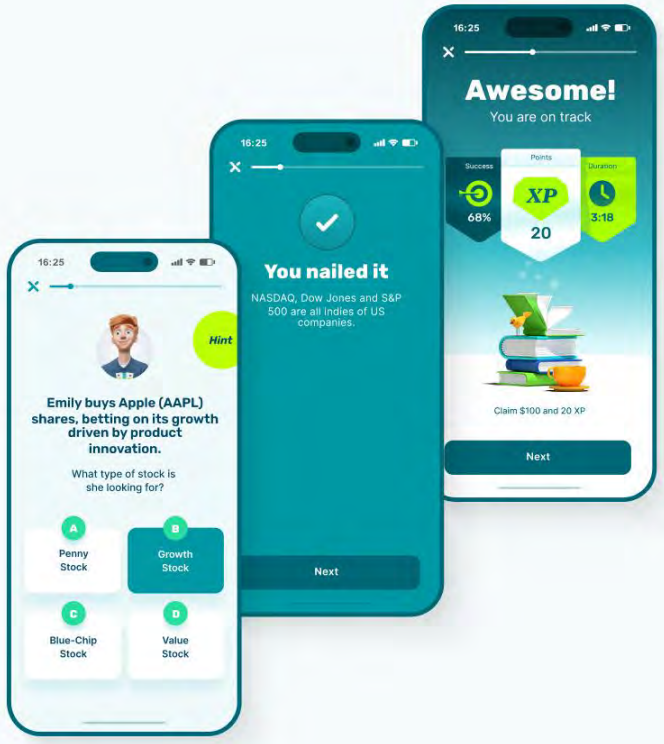
Experience: 1 2 3 4 5

Giraffe invest

A consumer fintech education platform that combines investment education, AI-powered experiences, gamification, virtual trading, and social engagement to make investing more accessible, intuitive, and engaging.

Creative Lead and Product Designer (2024-Present)

- Lead creative direction and end-to-end product design across the platform's four core pillars: Learn, Trade, Community, and Profile.
- Guide a multidisciplinary creative team through concept development, user testing, iteration, and delivery, leveraging AI tools such as ChatGPT and Claude to explore, evaluate, and refine design solutions.
- Develop interactive prototypes using AI-powered tools to accelerate product discovery, validate concepts, and improve cross-functional collaboration.
- Conceptualize and develop mascots, animations, and transitions that strengthen the product's personality, enhance engagement, and create a more rewarding user experience.
- Establish and maintain a scalable design system, including components, variables, and interaction patterns, to ensure consistency across the platform.
- Continuously refine usability, clarity, and engagement through iterative design and product improvements.



"Working with Alex honestly feels like having a design magician on the team."



Noa Zvi,
Head of Product. Giraffe invest

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Experience: 1 2 3 4 5

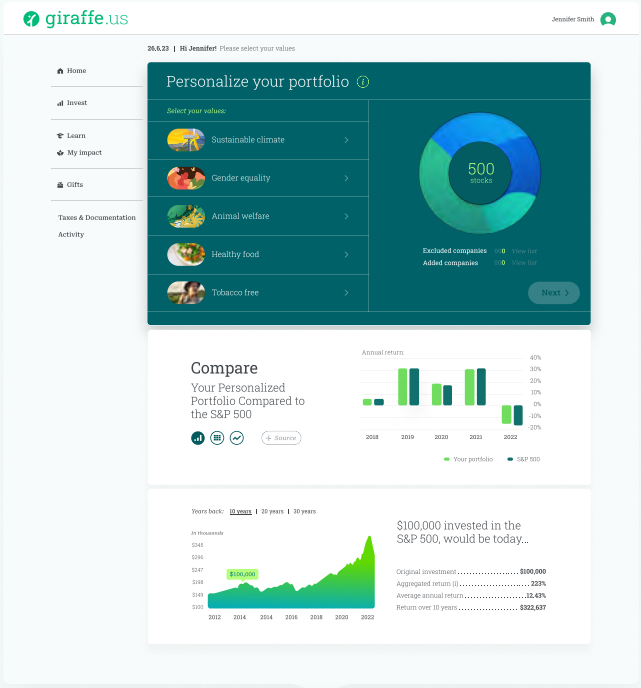
Giraffe U.S

A web-based stock investment platform that enabled users to invest in the S&P 500 while excluding companies that conflicted with their personal values.

For example: Environmentally conscious investors could exclude major carbon emitters, while vegetarian investors could exclude stocks of meat product companies.

Creative Lead and Product Designer (2022-2024)

- Collaborated with product managers to define and design a fast, intuitive KYC onboarding experience.
- Designed intuitive stock-exclusion flows that empowered users to align their portfolios with their values while clearly visualizing the potential impact on investment returns.
- Created a seamless experience for connecting bank accounts and transferring funds.
- Designed investment dashboards displaying real-time portfolio data and performance insights.
- Designed and developed marketing landing pages that communicated the platform's value to businesses and their employees.



"A unique combination of exceptional talent and creativity, strategic product thinking, and a deep understanding of user needs"



Itai Cohavi
CEO. Giraffe U.S

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Experience: 1 2 3 4 5

Tamooz Marketing Communications

A creative marketing and communications agency with more than 30 years of experience. Specializes in helping businesses build brands, communicate with customers, and create engaging experiences across physical and digital channels

Head of creative team (2021-2022)

- Led creative development of advertising campaigns, marketing materials, and cross-channel communications.
- Connected strategy, storytelling, design, and production to create cohesive brand experiences.
- Led interactive design initiatives and digital brand engagement.
- Directed creative development for trade shows and immersive exhibits.
- Worked with international corporations across multiple industries, including:

  Johnson & Johnson | GE Healthcare
  Edwards Galderma | Novartis | Alexion





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Experience: 1 2 3 4 5

Abacus Health Products Acquired by: Charlotte's Web

A North American healthcare company specializing in the development and marketing of CBD-infused topical products for pain relief, therapeutic massage, and skincare. With a national network of 15,000 offices and practitioners. Brands include CBD CLINIC and CBDMEDIC. Raised $35+ million USD to fund the explosive growth of the business.

Head of creative team (2017-2021)

- Led the creative development of advertising campaigns, marketing materials, and cross-channel communications.
- Connected strategy, storytelling, design, and production to create cohesive brand experiences.
- Led product and packaging design and oversaw production for the CBD Clinic and CBD Medic product lines, comprising 14 products in total.
- Directed creative development for trade show exhibits.





"Highly creative and experienced, top-of-the-line, international caliber commercial designer/director with a broad-range skill set."



Ronda Attar
CMO. Abacus Health Products

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Experience: 1 2 3 4 5

Freelance Designer (2007 - 2017)

Led end-to-end creative and design processes, combining content development, concept creation, information architecture, design, and production for a diverse portfolio of clients across multiple industries, including:

Tech & Digital Products | Consumer Products | Business Medical | Media | Defense Systems | Government & Municipalities | Universities | Agriculture

Services included:

Branding | Presentations | Web Application Design and Production | Trade Show Booths | Marketing Materials

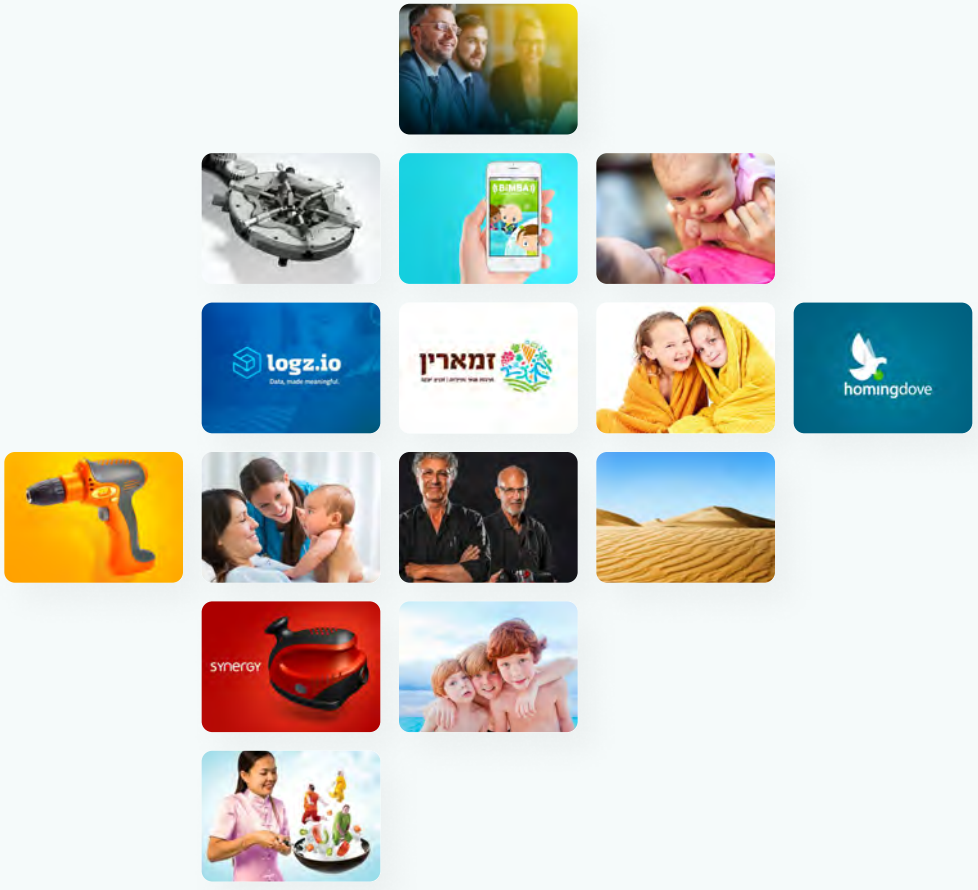
Clients included:

RAFAEL Defense Systems | Social Security (Bituach Leumi) PTC | Janssen | HP and more.

> ***"His ability to create beautiful and function-focused design always outperformed our client's expectations."***



Melissa A. Urquhart
Program Manager, GlobalNet Services



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Knowledge:

- **Product design, design systems and development processes**
- **Project management systems**
- **Brand design**
- **Web design and development processes**
- **Print production processes**
- **Fluent in English and Hebrew**

Education:

Corcoran College of Art and Design, Washington, D.C.
Various courses in animation principles

Academic Center Wizo College of Design, Haifa
Major in Communication Arts

Tools:


Figma


Claude


Lottie


Rive


Trello


Jira


Slack



Photoshop



Illustrator



Dimension



Animate

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