

# Yiftach (Effie) Koronio

Creative & strategic leader with 10+ years of experience spanning branding, design management, and social media. Skilled at leading high-performing creative teams and shaping scalable brand and design systems across platforms. Passionate about blending craft with strategy to deliver content and brand experiences that drive engagement and business growth

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New York, NY

Portfolio

LinkedIn

\*Authorized to work in the US\*

## Work experience

### Creative & Brand Director – OX (Dec 2025 - Present)

- Lead brand and creative strategy across all company touch points including marketing, social, and events
- Build and evolve the OX brand system, ensuring consistency across visual identity and communications
- Oversee creative execution across campaigns, brand assets, and go to market initiatives
- Manage and guide a creative team while collaborating closely with marketing and cross functional partners

### Social Strategy & Brand Design Director – Wix (Dec 2021 - Dec 2025)

- Led a global team of 18 across NY and TLV, overseeing brand and visual strategy, content, and design for social and blogs
- Developed and executed strategies exceeding KPIs, increasing engagement +30%, reach +35%, and followers +25%
- Built visual systems for Wix and Wix Studio, ensuring cohesive brand presence across digital touch points and tiers
- Establish quarterly performance reporting to track KPIs, analyze metrics, and refine strategy effectiveness
- Drove trend forecasting and RTM initiatives, boosting reach by 50%, while launching campaigns aligned with SEO and accessibility

### Product Design Lead – Wix (Nov 2020 - Dec 2021)

- Led end to end product design for Wix Learn, optimizing UX, accessibility, and performance for global users
- Created scalable Figma components and prototypes, partnering with engineering to ship via the Wix Editor
- Developed animation kits and visual assets to increase learner engagement through motion and storytelling
- Partnered with developers to ensure full parity between design intent and production execution

### Senior Marketing Designer – Wix (Dec 2017 - Nov 2020)

- Designed award-winning landing pages and campaign content that emphasized visual storytelling and user experience
- Specialized in motion and illustration-based creative for product launches and acquisition funnels

### Brand & Motion Designer – Irit Hayon Branding Studio (Feb 2015 - Dec 2017)

- Created visual identities, logo animations, and motion-based brand videos for SMBs
- Illustrated for '1of135' gallery and contributed to branding systems for local businesses

## Key skills

### \*\*Strategy & Leadership\*\*

Team management

B2B/B2C brand development

Social strategy

Campaigns

Content systems

Cross-functional collaboration

### \*\*Design & Creative\*\*

Branding

Visual strategy

Web design

Motion

Illustration

Storytelling

UX/UI

Adobe CC

After effects

Figma

Monday

## Education

B.Ed Design in visual communications

The NB School of Design

## Languages

• Hebrew (Native)

• English (Fluent)

