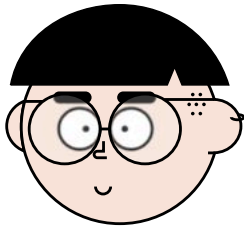


Yiftach (Effie) Koronio

Creative and strategic social media leader with a strong background in graphic design, branding, and content strategy. Proven success in leading global teams, shaping brand narratives, and driving engagement across digital platforms. Expertise in UX/UI, motion design, illustration, and marketing strategy, with a track record of scaling brand presence and delivering results.



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Work experience

Wix

Head of social @ wix.com (Jun 2024 - Present)

- Leads a global team of 13, including content creators, channel experts, and designers.
- Oversee brand strategy and visual identity across all social media platforms and Wix's blog.
- Develop data-driven social strategies that have increased engagement by 20%.
- Collaborate cross-functionally to ensure brand consistency and alignment with business goals.

Brand & Social Media Design Director (Dec 2021 - Jun 2024)

- Managed a global design team of 17 across New York and Tel Aviv, leading brand identities.
- Developed unique social media visual strategies, contributing to the company's brand awareness.
- Spearheaded high-impact marketing campaigns that improved audience reach and engagement.

Senior Design Lead - Wix Learn (Nov 2020 - Dec 2021)

- Led the development of the brand identity for Wix's online courses, enhancing user experience.
- Produced animated design kits, video filming, and editing for educational content.
- Strengthened UX/UI design to optimize course accessibility and engagement.

Senior Marketing Designer (Dec 2017 - Nov 2020)

- Designed marketing websites with a strong focus on responsive UX/UI.
- Contributed to key marketing campaigns.
- Specialized in illustration and motion design, enhancing brand storytelling.

Irit Hayon branding studio

Brand & Motion Designer (Feb 2015 - Dec 2017)

- Created impactful branding solutions for small and medium businesses.
- Led the studio's motion design division, specializing in animated logos and videos.
- Illustrated for '1of135', an online limited-series gallery store.

Key skills

Team management Brand development Cross-functional collaboration Audience engagement
Campaign execution Content strategy Branding Illustration UX/UI Motion design
Web design Adobe CC Figma Sketch Monday Office

Education

B.Ed Design in visual communications
The NB School of Design (Oct 2012 - Aug 2016)

Languages

- Hebrew (Native)
- English (Fluid)