

Mor Ohana Lavie

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[LinkedIn](#)

[Portfolio](#)

Art Director and Design Lead with 8+ years of experience in digital marketing, branding, and UI/UX design. Combining hands-on design expertise with creative leadership, I've led multidisciplinary teams, directed campaigns across multiple brands, and developed design systems that make creative production faster and more consistent.

Professional Experience | ThriveDX (formerly HackerU) 2018–2026

Art Director & Design Lead | U.S. Studio 2021–2026

- Led a design team of up to 12 direct reports, overseeing creative work for up to 24 university brands and providing art direction to other teams across the company.
- Directed creative development for integrated marketing campaigns across paid and organic advertising, landing pages, email marketing, and digital brand assets. Initiated and developed the ThriveDX Brandbook, translating brand strategy into a cohesive visual language and practical design guidelines for the creative team.
- Developed modular web and email design systems that cut design and prototyping time by over 50% and reduced brand adaptation from half a day to under a minute.
- Led hiring, onboarding, mentoring, performance reviews, and professional development, while overseeing creative reviews, workload distribution, and day-to-day team management.
- Collaborated with senior marketing leadership and cross-functional teams across Content, Product, SEO, Development, and Project Management to align creative work with business objectives.

Art Director & Studio Manager | Israeli Studio 2019–2021

- Led a team of graphic and motion designers in developing and implementing a new visual language for the college, applied across educational materials, digital and print marketing, the college's website, and large-scale campus branding.
- Designed HaCampus, the college's student management platform, from initial concept through UI/UX design in collaboration with the Product Manager.
- Developed the concept and led the art direction and in-house production of a national television commercial.

Graphic Designer | HackerU Studio 2018–2019

- Designed digital and print marketing materials for the Israeli, U.S., and B2B divisions, including social media campaigns, newsletters, catalogs, eBooks, advertising, and event materials.

Core Skills

Art Direction · Creative Strategy · Design Leadership · Team Management & Mentoring · Brand Identity & Visual Systems · Design Systems · Digital Campaigns · Creative Optimization · UI/UX & Web Design · Creative Operations · Cross-functional Collaboration · Stakeholder Management

Tools

Design & Web
Figma · Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects) · Webflow · Canva
AI Tools
ChatGPT · OpenAI Codex · Google Gemini · Midjourney
Workflow & Collaboration
Jira · Miro · Notion · Trello · Google Workspace

Education 2013–2017

Avni Institute of Art & Design
Graphic Design & Visual Communication, 4-Year Program
MHaT School of Design & Engineering
Graphic Design Engineering Certification
Open University of Israel
Humanities & Social Sciences
Coursework · Dean's Certificate

Languages

Hebrew - Native
English - Fluent