



JONATHAN JOSHUA

Design & Creative Lead | Art Director | Brand Strategist

Creative Brand Designer with 10+ years of turning big ideas into bold visuals. From agency floors to B2B SaaS scale-ups, I've led everything from rebrands and product icons to pitch decks and global campaigns. A former Art Director and Creative Consultant, I now shape the brand world of Trullion, where finance meets AI (and finally looks good doing it). I love building systems that scale, stories that stick, and design ops that actually work. A blend of strategist and hands-on maker, I believe great brands are built by people who know when to color outside the lines.

CONTACT

Tel Aviv & New York

+972 50 686 6165

Jonyboyil@icloud.com

jonyboyil.com

[linkedin.com/in/jonyboyil/](https://www.linkedin.com/in/jonyboyil/)

LANGUAGES

English – Native proficiency

(born in the United States)

Hebrew – Native proficiency

EDUCATION

Bachelor of Arts in Visual

Communication

Open University, Israel

Graduated 2017

SKILLS

Brand Design

Visual identity, campaign development, creative direction, product iconography, scalable design systems, slide and template design, storytelling, brand hierarchy

Creative Strategy

Cross-functional collaboration, concept development, art direction, stakeholder presentations,

Work Experience

Design and Creative Lead

Trullion · 2024 – Present | Tel Aviv, New York & Remote

As Trullion's first brand design hire, I built the company's visual identity and led creative across product, marketing, and culture, shaping how the brand looks, feels, and grows.

- Built and scaled Trullion's visual system, including iconography, product hierarchy, slide libraries, and motion
- Designed Trulli, the AI assistant, from concept to full brand expression
- Led campaigns like Forward-Looking Statements, Audit Smarter Together, and Trullifest
- Partnered with CMO, GTM, and HR teams to unify design across sales, marketing, and internal comms
- Launched a structured Asana-based intake system to streamline creative workflows
- Manage and mentor freelance designers to maintain creative quality and consistency
- Support product storytelling and investor materials with high-impact visuals

Freelance Digital Consultant & Creative Director

Independent Studio · 2022 – Present | Tel Aviv & Global

I ran my own independent creative studio, partnering with public and private sector clients to deliver emotionally resonant brand storytelling. From national billboards to microsites and motion assets, I brought clarity and energy to fast-moving campaigns.

- Directed campaigns viewed by 36M+ people across Israel, the U.S., and online platforms
- Led creative for LAPAM, including Times Square billboards and national awareness campaigns
- Boosted audience engagement by 35% through narrative-first visual strategies
- Delivered full-stack design systems for clients like REBORN, it.SPACE, and Municipality of Tel Aviv
- Managed execution across OOH, video, digital, and paid media for 10+ campaigns annually
- Oversaw vendors, freelancers, and production to ensure brand consistency and timely delivery

JONATHAN JOSHUA

Design & Creative Lead | Art Director | Brand Strategist

"I believe great design brings clarity to complexity. Whether I'm building a brand system, shaping an AI identity, or pitching a concept to a room full of stakeholders, my goal is always the same, to make ideas feel inevitable, emotional, and easy to understand."

design operations, creative briefing and intake systems

Digital & Motion

Social content, web campaigns, paid media assets, microsites, motion art direction, photo and video production.

Leadership

Team mentoring, freelancer and agency management, client-facing presentation, workflow setup, project ownership from concept to launch

TOOLS

Figma
Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
Google Workspace (Docs, Slides, Sheets, Forms)
Asana, Slack, Notion, Canva
Final Cut Pro X
Miro, Webflow (basic), Google Analytics, Meta Ads Manager

Bonus: AI Tools:

Midjourney, DALL·E, weavy, ChatGPT, VEO 3

Art Director

Moosh Marketing · 2020 to 2024 | Tel Aviv

At Moosh, I led creative direction across agency campaigns for some of Israel's best-known brands. I managed a team of designers and developers, delivering bold, brand-consistent work across print, web, motion, and outdoor.

- Directed creative across 25+ brand campaigns for clients including Google, Nutrilbullet, and Gigi Cosmetics
- Managed a team of designers and developers, delivering full-scale creative across digital, video, and print with average turnaround 25% faster than agency benchmarks
- Oversaw creative direction for projects with budgets exceeding \$100K, ensuring stakeholder alignment and client satisfaction
- Helped drive a 20% increase in client retention by evolving the agency's design standards and pitch presentation quality
- Pitched, designed, and launched campaigns across consumer goods, tourism, and municipal projects with national reach
- Regularly presented directly to clients and executives, translating business goals into actionable creative strategy

Digital Marketing Manager and In-House Creative

OUTstanding Travel · 2018 to 2020 | Tel Aviv

I wore both the creative and marketing hats, leading campaigns for a luxury LGBTQ+ travel brand. From social to print to lead-gen strategy, I shaped the company's visual identity and digital presence in a highly competitive market.

- Led digital creative and marketing strategy, helping increase online inquiries by 35% YoY through refreshed visuals and ad funnel optimization
- Designed and deployed over 50+ pieces of campaign content across Meta, Google Ads, and newsletter platforms
- Produced in-house photo and video assets that reduced agency costs by ~40% over two years
- Created landing pages and microsites that improved lead conversion by 18% through clearer UX and targeted messaging
- Collaborated with leadership to reposition the brand and align creative with new customer segments, contributing to higher repeat booking rates

[SEE MORE AT JONYBOYIL.COM](https://jonyboyil.com)