



ESTER WENDAR

ART DIRECTOR | VISUAL PRODUCER
BRANDING & MEDIA EXPERT | AI & DIGITAL DESIGNER

Art Director, designer and content creator specializing in premium aesthetics, brand storytelling and modern creative strategy. I translate ideas and emotional narratives into clear visual systems that elevate brands and strengthen their market presence. My work spans branding, art direction, digital design, video production and creative AI integration, connecting contemporary visual language with future-focused creative direction.

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Tel Aviv-Yafo, Israel

SKILLS

Branding & Creative
Brand Identity Development
Visual Identity
Art Direction
Creative Direction
Concept Development
Storytelling
AI-Based Design · Generative
Visuals
Social Media Brand Optimization

Graphic & Visual Production
Professional Graphic Design
Logo Design & Visual Language
Presentation Design
High-Level Content Creation
Professional Photography: Stills
+ Video
Professional Video Editing
Campaign Design & Production

Marketing & Strategy
Marketing Strategy
Social Media Strategy
Content Strategy
Campaign Planning
Audience Analysis & Insights

Leadership & Management
Team Leadership
Training & Professional
Mentorship
Creative Team Management
Building & Implementing
Workflows
Project Management
Developing Operational Systems
for Studios

Business & Systems
CRM System Development
Client Management
Business Strategy
Studio Development
Entrepreneurship & Production

Tech & Tools
Figma
Canva Professional
CapCut Professional
Adobe Creative Suite
AI Design Tools (nearly all major
platforms)
CRM Building & Management
Notion · Trello · Monday
Managing all Social Media
Platforms
Web Design Tools: Wix · Figma

EDUCATION

- Tel Aviv University
Bachelor's Degree in Art History
October 2020 – July 2022
- Included studies in
 - Art & Design Research
 - Creative Concept Development
 - Visual Composition & Photography
 - Fashion, Aesthetics & Cultural Studies

ADDITIONAL PROFESSIONAL DEVELOPMENT

- Design & Storytelling for Brands
- AI Tools for Creative Production
- Social Media Strategy & Content Design
- Visual Design for Marketing

PROFESSIONAL EXPERIENCE

Ester Wendar Productions / Freelance
2022 – Present · Tel Aviv & International · Freelance
Creative direction, branding, and content production for clients in fashion, wellness, technology, real estate, and entertainment.
Developed visual identities, brand systems, and aesthetic narratives.
Produced AI-driven visuals, campaigns, and content for brands and creators.

Brand Manager | Oart
2025 - 2026 | Tel Aviv
Brand management in the high-fashion industry
Leading brand strategy, visual language and creative direction. Working with local and international brands including Ronen Chen and ENIGMA. Managing content and campaigns for luxury fashion houses such as Gucci, Dior, Celine, Chloé and Fendi. Connecting brand values, fashion, culture and digital innovation including AI

Founder & Creative Director - Simple09 Creative Community
2024 – 2025 · Tel Aviv
Led visual identity, branding, and creative direction for multidisciplinary projects in music, nightlife, events, and culinary industries.
Created community structure, managed teams, developed business systems and CRM flows.
Collaborated with international DJs, artists, restaurants, and creative professionals.

Electronic Music Industry - Creative Director & Visual Producer
2022 – Present · Freelance · International
Developed brand identities, press kits, campaigns, and digital content for DJs, labels, festivals, and collectives.
Produced visuals for events, tours, and marketing campaigns. Creative Director at Radio Berlin Music Label. Accompanied artists on tours in Amsterdam. Milan, Limassol, and Berlin.

Marketing Manager & Brand Developer: Taktika International LTD (Cybersecurity)
2024 – 2025 · Tel Aviv · Hybrid
Managed marketing strategy, created branded materials, and executed digital campaigns.
Led a complete rebranding of Taktika, significantly increasing the company's market recognition and strengthening its visual positioning in the cybersecurity sector. Designed the company's UI website, landing pages, banners, and brand identity assets.

Content Creator & Social Media Designer: Arketa Fashion Brand
Dec 2022 – Mar 2023 · Tel Aviv · On-site
Designed social media visuals, edited videos, and strengthened digital brand presence.
Collaborated on fashion shoots and product campaigns.

Creative Producer - Dasein Agency
Aug 2022 – Dec 2022 · Tel Aviv
Branding, creative production, business development.
Developed brand identities, guidelines, and go-to-market strategies.

Social Media Manager & Content Creator — Dizengoff Center / Itstrubal Media
Jul 2022 – Dec 2022 · Tel Aviv
Created TikTok content reaching 1–2M views.
Produced branded content for Adidas, Yolo, Golf&Co, Super Yuda, and Dizengoff Center.

Languages

English

Hebrew

Russian