

# NADAV MARKEL

Senior Art Director | UX • Generative Workflows • Rapid Prototyping • Visual Storytelling

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## Summary

AI-native Senior Art Director with a hybrid background spanning advertising, UX, emerging technology, and generative creative workflows. Experienced in rapidly visualizing concepts, building scalable creative systems, and using AI-assisted tools to accelerate ideation, storytelling, prototyping, and digital experiences across brand, healthcare, and technology sectors.

## Professional Experience

### Rain – Senior Art Director

Sept 2025 – May 2026 | Los Angeles, CA

- Led creative development across integrated campaigns spanning video production, digital experiences, landing pages, display advertising, email systems, and web design.
- Used AI-assisted workflows extensively for concept development, rapid ideation, storyboarding, visual comping, and campaign visualization.
- Collaborated across creative, strategy, media, and production teams to develop scalable digital and brand systems.
- Accelerated creative iteration and client communication through generative AI tools and rapid visual prototyping.
- Developed concepts and production-ready assets across both high-level campaign thinking and hands-on execution.

### Stayhealthy – Senior UX & Creative Lead

Jan 2022 – June 2025 | Los Angeles, CA

- Lead creative for digital products and campaigns at a healthcare tech firm, merging UX design with strategic content.
- Developed large-scale branding initiatives, health education programs for kids, and digital storytelling platforms.
- Directed a cross-functional team of designers, writers, and developers to execute cohesive, behavior-driven content.
- Applied AI tools to streamline workflows, from podcast scripting to educational video generation.
- Grew company's creative footprint into AR, 3D, and multimedia formats for broader engagement.

## **Augmently – Senior UX/UI Designer**

Mar 2019 – Jan 2022 | Los Angeles, CA

- Designed immersive augmented reality experiences across branded activations and app interfaces.
- Balanced user research, journey mapping, and business needs to deliver high-concept experiences.
- Collaborated directly with developers and stakeholders to maintain quality and strategic alignment.
- Advocated for emerging technologies to drive interaction and innovation.

## **POSSIBLE | Freelance Art Director**

Jan 2017 – Apr 2018 | Los Angeles, CA

- Led creative team in developing strategic social media campaigns for major brands including Microsoft and DIRECTV.
- Transformed brand objectives into compelling visual narratives across multiple digital platforms.
- Managed cross-functional creative teams to deliver high-quality assets within tight deadlines.
- Presented creative concepts and strategies directly to clients, securing buy-in for innovative approaches.

## **Protagonist – Associate Creative Director**

Feb 2014 – Nov 2016 | New York, NY

- Oversaw 360° campaigns including broadcast, print, digital, and experiential for national brands.
- Delivered creative strategy and execution for NBCUniversal and Zicam.
- Guided junior creatives and led new business pitches.

## **BIG FUEL COMMUNICATIONS LLC | Associate Creative Director**

Aug 2011 – Jul 2013 | New York, NY

- Developed innovative social media strategies and campaigns for major brands including Chevrolet, Samsung, and Budweiser.
- Pioneered creative approaches for emerging social platforms, establishing brand presence in new digital spaces.
- Managed creative teams across multiple concurrent projects, ensuring consistent brand voice and quality.
- Collaborated with strategy teams to align creative executions with overall campaign objectives.

## **TBWA CHIAT DAY | Art Director**

May 2009 – Aug 2011 | New York, NY

- Created digital advertising campaigns and social media initiatives for global brands including Absolut and Michelin.
- Translated brand strategies into compelling visual storytelling across multiple touchpoints.
- Collaborated with cross-disciplinary teams to develop integrated campaign approaches.
- Presented creative concepts directly to clients, effectively communicating strategic creative rationale.

## **Education**

Wheaton College (MA) – B.A.

General Assembly – UX Design Immersive

## **Core Tools & Skills**

### **Creative & Design**

Figma • Adobe Creative Suite • Art Direction • Visual Storytelling • Campaign Development • Motion & Video Concepts

### **AI & Generative Workflows**

Generative AI Workflows • AI-Assisted Storyboarding • Rapid Visual Prototyping • Creative Automation

### **UX & Systems**

UX/UI Design • Information Architecture • Design Systems • User Flows • Digital Experience Design • Cross-Platform Creative Systems