

MAAYAN GIANELLA

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I'm a rare combination of a big dreamer and a strong executor. I thrive in fast-paced environments, yet I never compromise on creative mastery. I guide the way for designers but will forever also be a designer myself. I'm fortunate to do what I love with endless passion and curiosity, bringing vision and discipline to every project and leading brands that resonate both emotionally and visually. If you're looking for a Creative Director to set the vision and guide the way, we might be a match.

maayangianella.com

Experience

2022-present

Head of creative & design | IL MAKIAGE

- Lead the creative and design team in shaping the brand's visual identity across all customer touchpoints.
- Drive art direction, graphic design, and industrial design while ensuring brand values remain consistent and innovative.
- Built and scaled the design team from the ground up, mentoring members to maximize both personal growth and business impact, fostering a culture of agile design iteration and user-centered thinking.
- Led cross-functional collaboration between the design team and marketing, product, and global teams to align creative direction with business goals and ensure cohesive brand execution.
- Implemented design processes that streamlined workflow from conceptualization to digital deployment and physical production.

2020-2021

Head of design | Spoiled Child

- Founded and developed the visual identity of Spoiled Child, a revolutionary wellness brand launched in the US.
- Collaborated directly with founders on brand strategy and creative direction, influencing product-market fit and user engagement through design, overseeing in-house designers, external agencies, and manufacturing partners.
- Led the brand from concept to launch, contributing to its recognition as the fastest growing DTC brand in US history by building a cohesive and intuitive user experience across all digital and physical brand interactions.

2019-2020

Art director & design team lead | IL MAKIAGE

- Directed end-to-end design for brand campaigns and core products.
- Managed cross-disciplinary creative work including beauty and still-life shoots, packaging design, and graphic design, ensuring alignment with digital branding guidelines and UX principles.
- Oversaw physical design execution, from prototyping to manufacturing, ensuring flawless delivery of brand vision and consistency with digital design language.

Skills

Creative Direction · Branding · Design Strategy
Figma · Adobe Creative Suite · Midjourney · Nano
Banana · Higgsfield · Chat GPT (Sora) · Keyshot
User Research · Growth Design · User Interface
Typography · Logo Design · Editorial Design
Illustration · Packaging Design · Industrial Design
Retouching & Editing

Education

2014-2018
B.design | Holon Institute of Technology
Graduated with honors

2017
Instituto Europeo de diseño, Madrid
Student exchange program

Languages

Hebrew - Native
Spanish - Native
English - Proficient. Strong presentation skills