



# caron cohen

## creative strategist

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### QUALITIES I'M PROUD OF

**Interpreting** complex product strategies & business goals into a visual story that's quickly understood

**Finding** new creative expressions & inspiring people to carry out the vision

**Simplifying** detailed projects into clear direction

**Making** work fun resulting in memorable experiences that drive action

**Taking** control & fixing project mess-ups

**Master** of PowerPoint and Adobe design suite

### WORDS THAT DESCRIBE ME

passionate | strategic | analytical |  
collaborator | adventurous | dreamer |  
fun | direct | honest

### EDUCATION

**BFA - Bezalel academy of arts**

with the most written about student exhibition

born in South Africa in 1972  
emigrated to Israel in 1993

references & portfolio upon request

### 2011 - PRESENT **NICE SYSTEMS** director of brand marketing

- providing guiding principles for art directors charged with creating campaigns and all other marketing collateral
- established, leading & managing the marketing studio
- strategized & directed the design & UI of the new corporate website (launching April 2015)
- designed manifesto, brand strategy, brand story & identity for NICE
- strategized digital ecosystem across all campaigns & communications
- responsible for the visual interpretation of all executive presentations and communications
- creative direction and execution for all design deliverables of NICE events

### 2011 JAN - MAY **FREELANCE** design and consulting

- created executive presentations for Microsoft, Amdocs & NICE customer events

### 2002 - 2011 **COMVERSE** creative director

- matured the Converse brand to reflect a more sophisticated image
- worked directly with the senior management to translate their messages into a crisp effective visual language
- provided creative direction & design leadership for marketing campaigns, event themes & all visual communications
- managed an in-house studio of 6 team professionals
- defined project briefs & directed creative agencies

### 1999 - 2002 **AVS (advanced multimedia)** multimedia artist

computer art for very large scale projections (mountains, buildings, large screens of all types) for major corporate events & unique private galas