

GALYA KHRAPKOV

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[LINKEDIN](#)
[Portfolio](#)

HEAD OF DESIGN | CREATIVE LEADER

Design leader with 10+ years of experience leading branding and digital design for top brands. Combines strong design craft with strategic thinking and team leadership to build high-performing teams, elevate creative quality, and deliver impactful visual solutions.

SKILLS

Creative Leadership

Team Leadership, Creative Direction, Design Operations, Design Reviews, Cross-Functional Collaboration

Design & Craft

Brand Identity, Visual Systems, Digital Design, Campaign Design, Design Systems, Visual Storytelling

Tools & Innovation

Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, AI Creative Tools, Workflow Automation, Prototyping

EDUCATION

Netcraft

JUL 2020 – FEB 2021

User Interface (UI) Design Course

Netcraft

JUN 2018 – JAN 2019

User Experience (UX) Research & Strategy Course

Tiltan School of Design & Visual Communication

OCT 2012 – JUN 2015

Graduated with honors, with a focus on visual communication, brand development, and digital design

EXPERIENCE

Head of Digital Design / Studio McCANN

JAN 2023 – PRESENT

- Managed and mentored a team of 5 designers, fostering creative excellence, collaboration, and professional growth.
- Led creative direction for B2B branding and visual communication, developing brand systems across multiple touchpoints.
- Translated complex briefs into strategic concepts and impactful visual solutions aligned with business and marketing objectives.
- Established design standards and review processes, ensuring consistency and high-quality execution across all creative deliverables.
- Optimized design workflows and introduced AI-powered tools to improve production efficiency and streamline studio processes.
- Partnered with marketing, product, and cross-functional teams to deliver high-impact creative projects from concept to execution.

Art Director / Studio McCANN

JAN 2019 – JAN 2023

- Led end-to-end branding projects for Israel's leading companies, translating business strategy into distinctive visual identities.
- Developed complete brand identity systems, including visual languages, brand guidelines, and marketing assets across digital and print.
- Designed social media campaigns, landing pages, and digital marketing assets across multiple touchpoints.
- Collaborated with marketing and cross-functional teams to deliver strategic and impactful creative solutions.

Graphic Designer / Studio McCANN

SEP 2016 – JAN 2019

- Designed digital marketing assets, including banners, social media creatives, landing pages, and websites.
- Created visual concepts for digital campaigns while maintaining brand consistency across multiple touchpoints.

Graphic Designer / Koren Visual Solutions

SEP 2015 – SEP 2016

- Designed POS displays, retail branding, and shopper marketing materials for leading consumer brands.
- Developed graphic solutions for retail environments, balancing brand identity with production requirements.