Nadav Shtreimer

Creative Director & Brand Studio Team Lead

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About me

Creative Director and hands-on team lead with 15+ years of building brands, from national legacy brands on the supermarket shelf to internal brand experiences at a global hi-tech company.

I lead the **Internal Brand Studio at Lightricks**, owning the employee brand experience end to end: events, swag, workspace branding and internal communications.

Before that, **14 years at Michal Suday Design Group**, growing from junior designer to partner and Creative Director, leading branding for Tnuva, Coca-Cola and more.

I believe good design connects people through emotion: every project needs a true story behind it.

At a glance

15+	10	500+	5+
years in design & creative direction	years as studio partner & Creative Director	employees reached by branded events at a tech company	years lecturing on branding

Expertise

Team leadership · Creative direction · Brand identity · Visual language · Logo design · Packaging · Photography art direction · Wayfinding & spatial graphics · Event & experience branding · Internal comms · Swag & merch · Naming · Illustration systems · Motion

Education

2006 – 2010 **B.Des Graphic Design**
Shenkar College of Engineering and Design
Graduated with honors

Languages

Hebrew – Native

English – High level

Skills

ADOBE	TOOLS	LEADERSHIP
Photoshop	Gen-AI image tools	Team management
Illustrator	Figma	Creative direction
InDesign	Google Workspace	External production
After Effects		

Experience

2024 – now **Lightricks**
Internal Brand Studio Team Lead
- Led a 3-person in-house brand studio responsible for employee experiences: events, swag, workspace and internal branding company-wide.
- Owned the branding of all company events year-round, for 500+ employees, working closely with HR & Welfare and external producers.
- Created a dedicated brand for the new HQ office: wayfinding, signage, employee badges and spatial art.

2010 – 2024 **Michal Suday Design Group**
Partner, Creative Director & Team Lead
- Joined as junior designer, became partner within ~5 years; led the creative team and studio management.
- Led complete branding processes for leading Israeli and international brands: Tnuva, Coca-Cola and more.
- Led Tnuva Alternative (2019) from scratch; the brand reshaped the dairy-alternatives category.
- Logo, graphic language, packaging, photography art direction, social and commercial-space design.

2022 – now **The College of Management**
Branding Course Lecturer
Teaching branding in the Visual Communication department.

2008 – 2010 **Bruckner Yaar Levi**
Graphic Designer

Press & Podcasts

2025 **“Portfolio” Magazine**
Interview on leading Lightricks’ Internal Brand Studio **Read ↗**

2025 **“Case Study” Podcast**
Ep. 5: Branding a new HQ office for your own company **Listen ↗**

2023 **“HaMevoa” Podcast**
Ep. 6: Experience design, shelf branding & print **Listen ↗**