

VICKY YADID

CREATIVE OPERATIONS & DESIGN LEADER

8+ years in ad tech, bridging design, strategy, and production at scale. Leads design teams and delivers high-performing creative across mobile ad campaigns for Fortune 500 brands.



PHONE

+55 21 98162-1621

EMAIL

vi.yadid@gmail.com

WEBSITE

www.vyadid.com

LINKEDIN

www.linkedin.com/vicky-yadid

WORK EXPERIENCE

CREATIVE OPERATIONS SENIOR MANAGER at Yieldmo

adtech

June 2016 - Present | New York, US & Rio de Janeiro, Brazil

Creative Operations & Leadership

- Led end-to-end creative production for 100+ monthly mobile and CTV campaigns, partnering cross-functionally with Design, Sales, Account, and Product.
- Built and scaled creative workflows, timelines, and QA processes to improve speed, consistency, and delivery at scale.
- Managed and mentored a multidisciplinary design team, setting creative standards and ensuring brand excellence.
- Oversaw multiple concurrent projects, driving operational efficiency, resource allocation, and on-time delivery.
- Served as creative lead on key campaigns, translating objectives into high-performing, on-brand design solutions.

Brand, Marketing & Growth

- Defined and evolved Yieldmo's brand identity across web, sales, marketing, and product.
- Designed high-impact sales and marketing assets supporting revenue growth and client credibility.
- Led LinkedIn-focused social creative, driving measurable growth in reach and engagement.
- Designed and maintained the corporate website from concept through iteration.

Ad Experience Design

- Directed and developed creative for interactive mobile ad formats, aligning brand standards, campaign KPIs, and user interaction across multiple ad experiences.

Client & Cross-Functional Partnership

- Acted as a strategic creative partner to client-facing teams, translating business goals into compelling visual narratives.

GRAPHIC DESIGNER at The Library Migdal Shalom

tech startup

January - March 2014 | Tel Aviv, Israel

- Served as creative lead for 5+ innovative startups, delivering brand and digital design solutions.
- Designed landing pages and social media assets for Facebook, aligning with brand and performance goals.
- Elevated presentation design for client and investor pitches, strengthening storytelling and visual clarity.

GRAPHIC DESIGN INTERN at Agência Kindle

agency

February - December 2013 | Rio de Janeiro, Brazil

- Contributed to strategy, design, and execution of newsletters, banner ads, landing pages, and seasonal campaigns.
- Developed storyboards for animated and motion-based projects.
- Supported visual design across brand social media channels.

GRAPHIC DESIGN INTERN at Ana França Design

design studio

February - July 2012 | Rio de Janeiro, Brazil

- Supported creative leadership in the development of Brazilian film promotional posters.
- Designed advertising materials for movie premieres and theatrical releases.
- Conducted local and global industry trend research and shared insights internally.

EDUCATION

MASTER OF DESIGN & TECHNOLOGY, Parsons School of Design

2014 - 2016 | New York, US

- Web Design Research Assistant | March 2016
- Bootcamp Teaching Fellow | August 2015

BACHELOR OF DIGITAL MEDIA DESIGN, PUC-Rio

2009 - 2013 | Rio de Janeiro, Brazil

COURSES

LED MAPPATHON

CultureHub, New York | 2018

ONWARD BUSINESS ENTREPRENEURSHIP

Lahav University, Tel Aviv | 2014

SUMMER INTENSIVE STUDIES: ANIMATION DESIGN

Parsons, New York | 2012

VOLUNTEER

AD FUTURES PITCH COMPETITION

The Advertising Club, New York | 2021

SUMMER BRIDGE

NYC Department of Youth and Community Development, New York | 2020

SKILLS

- Graphic & Web Design
- Design Strategy
- Layout & Composition
- Presentation Design
- Mobile & CTV Advertising
- Branding & Visual Identity
- Digital Marketing
- Creative Operations
- Project Management
- Cross-Functional Collaboration
- Campaign Production
- Team Leadership

TOOLS

- Adobe Creative Suite
- Keynote
- Wordpress
- Wix
- Squarespace
- Shopify
- Basic HTML & CSS