Alex Dihel | Senior Design Leader | UX/UI & Creative Ops Specialist
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Professional Summary

Senior Design Leader with 20+ years shaping UX/UI, product, and marketing design for global brands. Proven track record scaling multidisciplinary teams, driving measurable business growth, and aligning design strategy with company goals. Expert in creative leadership, systems thinking, and design operations, balancing strategic direction with hands-on execution while applying AI-assisted workflows for rapid prototyping, concept generation, and research acceleration. Target roles include Head of Design, Design Director, and Creative Director, with proven experience leading global teams and scaling design operations.

Selected Achievements & Core Skills

- Scaled cross-brand design systems, cutting onboarding time by 50%+ and accelerating delivery cycles by 57% while reducing campaign production time by 40%.
- Recruited, hired, and onboarded global design talent, achieving 100% retention through frameworks, mentoring, and culture-building.
- **Core Skills:** Design Leadership, UX/UI Strategy, Creative Direction, Design Systems, Stakeholder Management, Global Team Leadership, Artificial Intelligence in Design, Team Mentorship, Design Operations

Work Experience

Creative Team Lead → Senior Design Manager → Acting Head of Design
Kape Technologies (ExpressVPN, CyberGhost, PIA, Intego, ZenMate) · Israel
Nov 2021 – May 2025
Led global design operations across product, UX/UI, and marketing design teams. Managed design teams across 3 countries, and stepped in as Acting Head of Design during leadership transitions, taking responsibility for department-level operations covering 30+ design professionals in 6 countries.

- Recruited, hired, and onboarded designers; built frameworks and mentorship programs.
- Set unified design vision across product and marketing.
- Collaborated with senior stakeholders across product, engineering, and marketing to align design priorities with business goals.
- Scaled design systems and optimized tools and license usage.

Achievements:

- Improved visual consistency and reduced onboarding time by 51%.
- Streamlined workflows, cutting unplanned scope changes by 64% and increasing delivery predictability.
- Lowered software spend by 20% while maintaining design output quality
- Campaign contributions: +5.2% CTR lift, +4.7% homepage conversions, −40% production time.

Lead UX/UI Designer
Kape Technologies · Israel
Feb 2020 – Oct 2021
Led design initiatives within the design team, supporting 4 brands and the company's data marketing branch.
- Designed product features and marketing funnels aligned with growth KPIs.
- Created modular design systems to improve speed and consistency.
- Collaborated with product and engineering for smooth implementation.

Achievements:
- PPC redesign: −35% bounce rate, +50% conversions, +40% mobile engagement. Ensured 90%+ of designed features were implemented successfully through close collaboration with product and engineering.

UX/UI Designer & Accessibility Specialist (Part-time)
Equalweb · Israel
Dec 2017 – Feb 2020
Designed and tested accessibility-first solutions for public and private websites.
- Delivered UI for WCAG-compliant accessibility widget.
- Collaborated with product and dev teams to ensure compliance.

Achievements:
- Ensured outputs met current (WCAG 2.1) standards.

Senior Web and Brand Designer
Interdeal Development · Israel
Feb 2009 – Feb 2020
Delivered UX/UI solutions, branding, and campaign design for B2B, B2C, government, and nonprofit organizations.
- Developed branding, illustration, and campaign assets, introduced reusable design blocks and optimized workflows.
- Reduced delivery time by 80% and cut iteration rounds by 60% and boosted client satisfaction by 40–50%, driving 70% growth in demand.

Senior Design Instructor
EPS College of Graphic Design · Tel Aviv
Sep 2004 – Feb 2009
- Taught web design, digital art, graphic design, Adobe Creative Suite and design fundamentals
- Mentored students and developed project-based curriculum

Education
A.A.S. in Web & Graphic Design at EPS College of Graphic Design, Tel Aviv

Languages
English (Proficient) · Hebrew (Native) · Russian (Native)