

Sasha Marjakhin

Design Team Lead / Project and Delivery Manager | PSM I

 Center District, Israel  +972 50-7250-812  strataru@gmail.com

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PROFESSIONAL SUMMARY

Design team lead and project manager (PSM I certified) with 13+ years of experience managing end-to-end projects across branding, digital products and SaaS platforms. Leading in-house and external teams across strategy, design, UX/UI and development. Combining creative direction, hands-on design capabilities and UX/UI expertise with responsibility for team development, capacity planning and six-figure USD project budgets. Working with C-level stakeholders and managing Agile/Waterfall delivery, using generative AI for workflow automation, prototyping and design.

CORE COMPETENCIES

- **Team & Design Leadership:** management of cross-functional teams of in-house designers and external specialists; recruitment, mentoring and professional development; creative briefing, art direction, design quality reviews and development team management.
- **Project & Studio Management:** end-to-end concurrent project management, capacity planning, Agile and Waterfall delivery, scope management, scheduling, risk management and acceptance criteria definition.
- **Commercial & Stakeholder Management:** project budgeting, P&L management, cost estimation and pricing models, change request management and C-level communication.
- **Branding & Digital Design:** brand identity, UX/UI design, web and mobile products, HMI design, presentation design and print production.
- **AI & Automation:** AI agent development, workflow optimization, development of management support tools, prototyping, design and development of digital products.

PROFESSIONAL EXPERIENCE

Rubicon Branding & Digital

2013 - 2026

Senior Project and Delivery Manager / Design Team Lead

Owned delivery across client engagements for startups, national organizations and industrial companies in Israel and worldwide.

- Managed up to 9 concurrent end-to-end projects from discovery to final delivery and post-launch support, owning scope, schedules, budgets, project P&L, pricing and change requests.
- Prepared creative briefs, directed designers and reviewed design quality across branding, UX/UI and visual communications; developed concept presentations for clients.
- Recruited designers and engaged external specialists. Allocated work, planned capacity for project teams, mentored team members, optimized their workflows and improved performance. Maintained a reliable long-term network of delivery partners.
- Led cross-functional teams; coordinated developers through team leads and managed vendors. Facilitated Figma-based handoffs between in-house / outsourced designers and development teams; managed dependencies, delivery milestones and acceptance criteria.
- Applied Agile and Waterfall approaches using sprints, Gantt schedules and milestone approvals; tracked plans and progress in Monday, Trello, Jira and Excel.
- Gathered business and user requirements, aligned C-level stakeholders and managed risks and priorities through agreed delivery plans and documented decisions.
- Introduced new AI-based technologies and methods; built AI agents, optimized workflows and developed interactive tools for project management; used generative AI for prototyping, design and development of digital products.

PROFESSIONAL EXPERIENCE | CONTINUED

Strata Media Group

2008 - 2013

Creative Project Manager, Head of Studio

- Managed the design studio's workflow, acting as the bridge between creative teams, vendors and commercial clients.
- Ran the full publishing cycle across a portfolio of regular magazine titles, coordinating the sales, production, distribution and logistics departments against fixed publishing deadlines; managed resource allocation, scheduling and timely delivery of multi-channel marketing campaigns.
- Combined hands-on design with creative direction for editorial products and a wide range of marketing collateral.

Early Career

2001 - 2008

Various Design Roles

- Built practical graphic design and print production experience that later served as a basis for project estimation, scope definition, cross-functional coordination and quality review.

TOOLS & AI WORKFLOWS

Design: Figma (Design, Slides, Make, FigJam), Adobe Creative Cloud (Illustrator, InDesign, Photoshop).

Project & delivery: Monday, Trello, Jira, Excel.

AI tools: ChatGPT, Claude, Gemini; embedded AI assistants; familiarity with AI-powered video and audio editing tools.

AI-assisted workflows: prototyping and design, online tool development for management, front-end and back-end coding, content and visual creation and routine process optimization.

AWARDS & RECOGNITION

Projects I have worked on received prestigious international and Israeli industry awards:
Awwwards · CSS Design Awards · WD Awards · Israel Brand Awards

EDUCATION & CERTIFICATIONS

2026	Professional Scrum Master I (PSM I)
2014 - 2015	UI/UX Design - Create School
2001 - 2005	MBA, Business Management, Marketing & Advertising - Ono Academic College
1997 - 2001	BA, Graphic Design - Saint Petersburg Stieglitz State Academy of Art and Design

LANGUAGES

Hebrew - native · Russian - native · English - fluent