

MARY JHONSON

Luxury Product & Visual Design Director

CONTACT

- 0526762373
- Holon, Israel
- grossman.mary@gmail.com

EDUCATION

- MA in Design and Applied Arts – Creative Academy (Richemont Group), Italy
- B.Des in Industrial Design Shenkar College, Tel Aviv

TOOLS

- Adobe
- Keyshot
- Rhinoceros
- AI tools for design (ChatGPT, Midjourney)
- Microsoft Office

SKILLS

- Leadership of design teams and creative studios
- Product innovation & brand development
- Packaging & visual identity systems
- Adobe Creative Suite (expert)
- AI tools for design (ChatGPT, Midjourney)
- Campaign & photoshoot direction
- Beauty, fashion, and lifestyle industry expertise

LANGUAGES

- Hebrew – Native
- Russian – Native
- English – Fluent

PROFILE

Creative leader with international experience in product design, packaging, and brand storytelling within the beauty, fashion, and lifestyle sectors. Known for combining strategic thinking with refined execution, managing multidisciplinary teams, and crafting compelling design languages that elevate brand presence across markets.

WORK EXPERIENCE

- Head of Design**
AHAVA Dead Sea Laboratories | 2023 – Present
 - Lead and own the full Visual Design Language (VDL) across product, print, and digital platforms
 - Manage and mentor a multidisciplinary in-house design team
 - Oversee packaging, campaign visuals, and global brand storytelling
 - Collaborate with international marketing teams and creative agencies
 - Integrate AI tools (ChatGPT, Midjourney) into design workflows to boost efficiency and innovation
- Founder & Consultant**
LEV Studio | 2021 – Present
 - Provide end-to-end product and visual design services for beauty, wellness, and haircare brands
 - Lead concept development, packaging design, and content creation for launches
 - Manage production assets across print and digital touchpoints
 - Clients include Mon Platin, Bolly Jon, Innocan Pharma
- Product Designer**
Laline | 2019 – 2023
 - Developed seasonal collections and product packaging for global retail
 - Collaborated with marketing and merchandising on campaign content
 - Supported product launches with tailored creative assets
- Brand Manager & Product Designer**
Fashionex (Disney License) | 2018 – 2019
 - Led product and brand design under Disney’s licensing standards, in collaboration with Disney London
 - Designed jewelry collections, packaging, and all graphic materials
 - Produced social content, managed influencers, and directed photo shoots
 - Oversaw e-commerce visuals and worked closely with marketing agencies
- Accessories Designer**
Lancel Paris | 2017 – 2018
 - Designed premium leather accessories aligned with the brand’s heritage
 - Collaborated with developers and engineers to prototype and finalize products
 - Conducted trend and material research to inform seasonal collections
 - Participated in collection planning and design reviews