Iris Izenberg Zak

Creative Director & Content Architect

STORYTELLING ▪ LX STRATEGY ▪ GENAI WORKFLOWS

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PROFESSIONAL PROFILE

Cross-sector creative director and content architect with extensive experience, from prime-time production to digital innovation and content product development. Deep understanding of storytelling, pedagogy and automation agents. Specialises in cracking complex briefs, LX architecture and translating them into intuitive multi-modal experiences, defined by strategic clarity, emotional impact and a precise visual language.

My entire creative and strategy operation is AI-native, from building intelligent agents, vibe coding and workflow automation (Claude Code/Design) to end-to-end generative production, at scale and without compromising the quality of the learning experience.

A creative director who thinks like an editor, builds like a content architect, and delivers end to end. Full ownership and high agency, fast-moving workflows, and building the tools that solve the problem - that is my default.

EXPERIENCE

AI Product Lead & Creative Technologist

mooc engine — self-initiated venture · Agentic architecture · LX design · MCP integrations — 2026 - Now

- Agentic LX architecture: built a specialised AI agent framework that turns complex academic and professional source material, from exact sciences to the humanities, into structured multi-modal learning modules.
- Interactive AI prototype and MCP integrations: designed and built a prototype for real-time analysis and mapping of user content, on Model Context Protocol integrations and advanced workflow automation.

Creative Director

Digital Content Innovation Department, Bar-Ilan University — 2023 - 2026

STRATEGIC & E2E LEADERSHIP · MULTI-CHANNEL LEARNING ECOSYSTEMS · CONTENT PRODUCTS AT SCALE

- Creative Direction & Content Strategy: Cracked complex briefs into content strategies, creative concepts, and visual languages for learning products; led editors and designers, with hands-on expertise in AI-driven design workflows (Claude Design/Code) and learning architecture.
- Product Scale: Led the end-to-end production of enterprise-grade MOOCs for edX and Campus IL on a commercial cadence; translated dense content into multi-channel narratives (interactive, video, and audio units).
- GenAI Ops & Scalable Infrastructure: Designed and deployed a content-agent architecture that reduced the production chain by 40% while preserving creative quality and brand integrity.
- Engagement Engineering: Developed interactive models and active learning maps delivering 93% satisfaction (4.67/5), 18.8% above the organizational average. CASE STUDY ↗
- Stakeholder Management: Partnered directly with senior leadership and SMEs to translate high-level vision into execution under tight budget and schedule constraints.

SHIPPED

Rabbi Sacks - A Window into Jewish Thought ↗ - narrative curation, interview direction and scripting, multi-platform LMS deployment. 4.70/5 across 1,200 learners.

Jerusalem - A Journey Through Time ↗ - on-location filming, interactive learning design, deployed on edX, Campus IL and Moodle. 4.64/5 across 1,426 learners.

Moses - The Story of a Leader (in production) ↗ - end-to-end LX design and GenAI-assisted workflow, for Campus IL and edX.

Director & Content Editor

Keshet · Reshet · yes Docu · Independent projects 2004 - 2023

PRIME-TIME CREATIVE DIRECTION · BROADCAST-STANDARD E2E DELIVERY · NARRATIVE STRATEGY

- Directed complex prime-time productions for national broadcasters, leading multi-disciplinary teams of up to 30 across research, production and post.
- Directing and content editing: narrative development, scriptwriting, direction and edit supervision on high-profile content, with full E2E accountability from concept and format to the broadcast master.
- Talent and KOL management: direct interface with key industry figures, senior talent and leading opinion makers.
- Selected filmography: Avudim (Lost) - Israeli Television Academy Award nominee · Osot Heshbon (The Accountable) · Out of Silence · 14 Weeks · Tarhish.

SKILLS & TOOLS

Strategy, Knowledge Architecture & Prototyping	Claude · Claude Design · Gemini · Perplexity · NotebookLM
GenAI Ops, Code & Product Build	Claude Code · Lovable
Multi-Modal Media & Video Technologies	Fal · Descript · Frame.io · HappyScribe
GenAI Video	Runway · Higgsfield · Kolbo.AI
Process Management & Orchestration (Ops)	Monday.com · Google Workspace

EDUCATION & TRAINING

Curatorial Studies
Technion, 2014 - 2016

Film & Television Diploma
Sam Spiegel, 1994 - 1998

Agentic Development & Workflows in Claude Code
Advanced training, 2026

Instructional Design & Learning Technologies
HIT + Methodica, 2023

LANGUAGES

Hebrew - native. English - fluent, professional working proficiency.