

SKILLS

- 20+ years of product, UX, UI, branding, and marketing design
- Hands-on approach to leading user-centric, data-driven design and UX teams
- 15 years in online gaming, both product and marketing and B2B and B2C
- Experienced manager of large design teams in multiple global locations
- Master of all primary industry-standard software with a big love for Figma
- Exceptional copywriter with English mother tongue and fluent Hebrew

CAREER

- 2021 - Pres. INTHEGAME - Viewer Interaction Startup**
Product Design and UX Consultant | Gamification Specialist
Utilized expertise in product design, user experience (UX), and gamification strategies to guide the evolution of multiple product iterations throughout their life-cycle. Instrumental in shaping design elements and product features that significantly contributed to securing funding for the projects.
- 2021 - 2023 Makes - EdTech Startup**
Head of UX & Gamification
Drove agile product development, elevating user retention. Orchestrated ideation, research, and testing, shaping UX roadmap and gamification. Supported products with impactful marketing and investor relations design collateral.
- 2020 - 2022 Finovation (now Klips) - Financial Trading Platform Provider**
Creative Manager
Strategically led all creative initiatives for B2B trading platform and affiliated B2B and B2C brands. Initiated collaborative ideation and design practices, speeding up creative development and improving team dynamic for in-house and external designers. Implemented simple design systems to offer greater theme customisation choices, expanding theme library and accelerating adoption and implementation.
- 2014 - Pres. 11811 Interactive - Full-Service Digital Agency**
Owner | Creative Director
Specializing in branding, user experience, and gamification, we collaborate with global brands and startups, crafting strategic, captivating solutions that drive powerful outcomes.
- 2011 - 2014. Winner.com - Online Gaming Provider**
Creative Director/ Brand Management
Recruited and nurtured a team of twelve skilled designers across three different locations, fostering their creative growth. Managed the workflow of the team for both product and marketing projects while also shaping the creative vision of the brand. By leveraging data-driven insights, I successfully led the company's transition towards a mobile-first design strategy.
- 2010 - 2011 Appwrks Limited - Social Gaming Platform**
Creative Director
Led a team of four UX/UI designers developing a B2B platform for integrating casino games into Facebook gaming. Successfully launched four social casino games on Facebook and the App Store.
- 2007 - 2010 William Hill Online - Online Gaming Provider**
Creative Manager
Responsible for all European creative output regarding William Hill Online and its associated brands for B2C and B2B products and marketing. I efficiently managed a team of over twenty designers and their workflow in multiple geolocations for online and offline creative projects.

MADE IN ENGLAND

Improved in Israel