



Work Experience

UI/UX Game Designer | Sub Rosa Tournament

Multitoon Games | April 2024 – Present

Lead UI/UX designer for an indie console game, collaborating directly with developer and creator.

- Defined game architecture, user journeys, and personas to ensure a seamless, engaging experience for all player types.
- Designed intuitive UX screens and elements aligned with gameplay mechanics.
- Created cohesive UI elements, including menus, settings, character buttons, notifications, and gameplay HUD.
- Conducted user testing and refined designs based on feedback.
- Built a comprehensive design system and style guide.

Product & UI/UX Game Designer

Anany Communication | OCT 2021 – JUL 2022

Developed an innovative cross-platform product and a mobile game app in collaboration with the product team.

- Conducted user research and competitive analysis to inform design decisions.
- Designed UX/UI interfaces, elements, and user flows for both the product and game.
- Create interactive prototypes to test and refine product functionality and user experience.

TV&VIZ Designer

OCT 2010 - PRESENT

Designed real-time, updatable broadcast graphics using the VIZ system.

- Collaboration with channels, studios, and control rooms.
- Delivered end-to-end design services, from concept to final product.
- Notable clients: HOT Channels, ONE, MTV, NICK, TEENNICK, 12, KNESSET.

NOGA COMUNICATION | DES 2006 - AUG 2012

Lead broadcast and game designer for The Kids Channel, 8, and Logi.

- Specialized in interactive game design with a focus on UX/UI, from concept to final product.
- Managed brand and animation design from initial concept to on-air implementation.
- Collaborated with VIZ programmers to develop custom external interfaces.

General

Languages

Hebrew - Native | English - Professional

Military Service

SEP 1999 – SEP 2002

Education

UI/UX For Games

The Israeli College of Animation&Design | IAC Gal Yairi | 2024

Completed a specialized course focused on UX/UI design for games, mastering principles to create engaging, immersive experiences for diverse audiences.

The Psychology of Color in Game Design & Development

Udemy | 2023 | Emilio Padulo

Industry Standard Game Design Tests: The Ultimate Collection

Udemy | 2023 | Emilio Padulo

Digital Design Foundations & Figma

Pixel Perfect | Sagi Shriber | 2021

The Open University

2002 – 2007

B.A Degree in Humanities with emphasis on media and arts.

Askola-Meimad

2002 – 2006

Designer Degree in Animation&Interactive.

Skills & Software

Creative, organized, self-learner, and collaborative team player with excellent interpersonal skills and strong work ethic.

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Singular.

Prototyping: Interactive prototyping, wireframing, user flows.

Broadcast: VIZ Artist, VIZ Multichannel, VIZ Trio, Premier.

Game Design: User research, playtesting, game UX architecture.