

*Multidisciplinary visual designer with a passion for illustration, coding, and product creation.*

*I craft experiences that spark joy, connection, and make everyday moments a little smoother.*

*From playful mobile games to intuitive social tools, I translate ideas into engaging realities that empower people in their daily lives.*

*I lead teams, ignite creativity, and obsess over the little details that make a big difference.*

## Experience

### Yubo

#### Head of Product Design

Sep 2020 - Present

Paris, France

(Remote from London, UK)

- Built and led a high-performing team of designers, writers, and researchers, delivering innovative design solutions for Yubo's mobile apps and internal tools, resulting in drastically increasing revenues while keeping user engagement stable.
- Collaborated on strategic planning and roadmap development as part of the executive team, aligning product and business goals.
- Owned end-to-end design processes, fostering a culture of excellence, innovation and cross-functional collaboration.

### Google (Waze)

#### Head of Product Design

Aug 2018 - Aug 2020

#### Senior Product Designer

Sep 2013 - Aug 2018

Tel Aviv, Israel

- Led all product design efforts for Waze's suite of applications, encompassing Driver App, In-car Integration, Carpool, Web, and Ads.
- Built and led a talented team of designers and writers, fostering a culture of excellence and innovation.
- Strategically allocated design resources across 10 squads, balancing individual career aspirations, skills, and project needs.
- Championed a cohesive user experience across all platforms, collaborating with cross-functional teams.

### Bezalel Academy

#### Co-lecturer

Oct 2013 - Jul 2014

Jerusalem, Israel

- Co-led the "Design of Playful Environments" studio course, delivering lectures on video game design and gamification principles.
- Provided design feedback and mentorship to students, contributing to curriculum development.

### mantis. (NGSoft)

#### Web Designer

Sep 2011 - Aug 2013

Tel Aviv, Israel

- Designed and developed intricate information architectures and user interfaces for high-profile clients like Amdocs, James Richardson, Microsoft, and Tel Aviv Student Union.
- Created comprehensive branding solutions, ensuring client satisfaction and brand coherence.

## Projects

### Disco Dungeon

#### Lead Visual Artist

Mar 2020 - Present

London, United Kingdom

- Defined the art direction and established the visual DNA for Disco Dungeon, a mobile turn-based puzzle-adventure game.
- Crafted compelling visuals, including characters, environments, animations, UI/UX, and visual effects, ensuring a seamless and engaging user experience.
- Integrated and optimized visual assets within the Godot engine for seamless in-game implementation and performance.

## Education

### Bezalel Academy of Art & Design

#### B.Des of Visual Communication - Interactive design department

Oct 2007 - Jul 2011

Jerusalem, Israel

### St Genevieve Institut - Technologic & Art High School

#### European Baccalaureate of Applied Arts

Sep 2003 - Jul 2005

Paris, France

## Tools

Figma	Photoshop	Midjourney	After Effects	Cinema4D	Godot	HTML	Notion
Framer	Illustrator	Stable Diffusion	Premiere Pro	Nomad Sculpt	Unity	CSS	ChatGPT/Gemini
Sketch	InDesign	OpenAI	Audition	Procreate	XCode	Javascript	Google Workspace

## Languages

English (Fluent)	French (Native)	Hebrew (Fluent)
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