Roee Ovadia

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Education

- **2015 – 2019 / B.Des (Honors) in Visual Communications**
  Majoring in Gaming, Bezalel Academy of Art and Design, Jerusalem.

- **2017 / Illustration for Visual Communication, Student Exchange Program**
  Nurtured Creative Leadership, Brighton University, UK.

Skills Overview

- Proven record in management, tutoring, and mentoring.

- Passionate about continuous growth and learning.

- Proficient in Adobe Suite.

- Experienced in Unity engine and C#.

- Skilled in web design using HTML, CSS, and JavaScript.

Languages

- Hebrew (Native)
- English (Fluent)

Creative director and product designer specializing in creating UX&UI for games

Work Experience

2023 – Today / Creative Director of Tetris at PlayStudios, Tel-Aviv
Directing creative strategy for the primary Tetris mobile game, overseeing all creative disciplines, budgeting, project roadmaps, and strategic alignment.

2021 – 2023 / Art Director of "Tetris Story" at PlayStudios, Tel-Aviv
Managed and directed designers, animators, concept artists, copywriters, and sound designers. Collaborated with Tetris Co. to introduce innovative game mechanics for a casual gaming experience.

2018 – 2021 / Product Desginer (UX/UI) at PlayStudios, Tel-Aviv
Started in the monetization department before transitioning to a produt team, where I focused on designing meta-features for "POP! Slots." Designed social elements, new mechanics, events, and mini-games.

2015 – 2018 / Graphic Designer, Freelance
Engaged in branding and application design projects with various clients, spanning non-profits, academic institutions, and military units.

2014 – 2016 / Creative Project Coordinator at Veribo, Tel-Aviv
Employed as a web designer at an online reputation management and SEO firm, overseeing creative and visual content for projects.

Projects & Highlights

2022 / Guest Speaker for "Design for Games" course, Bezalel.

2021 – 2022 / Guest Speaker for "UX for Games" course, Shenkar.

2019 / B.Des final project ranked top among selected final projects by the Edmond de Rothschild Foundation. Participated in gaming and animation festivals.

2019 / "Game Jam" course in collaboration with the Hebrew University.

2016 – 2017 / Certificate of Excellence for Visual Communications studies at Bezalel.

2018 / Mentor for Game Design in Global Game Jam, Jerusalem.

2018 / Curator and Design Staff for the graduates exhibition, Bezalel.

2018 / Tutor for Unity Game Engine, Bezalel.

2018 / Conducted UX research to enhance accessibility within a gastronomic system in collaboration with the Hebrew University.

2018 / Creative Leadership course of the European Union in Brighton, UK.

2016 – 2017 / Certificate of Excellence for Visual Communications studies at Bezalel.

2016 – 2017 / Social Apps Design during multiple HUJI Hackathon events.

2010 – 2014 / Unit 8200 Intelligence role, partnering with UX/UI design team.