



Rooe 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 with expertise in design, strategy, and cross-functional team management.

Work Experience

2023 – Toady / **Creative Director of “Tetris” at PlayStudios**

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**

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 Designer (UX/UI) at PlayStudios**

Started in the monetization department before transitioning to a product 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**

Engaged in branding and application design projects with various clients, spanning non-profits, academic institutions, and military units.

Selected Highlights

2022 / **Guest Speaker for “Design for Games”** course, Bezalel.

2021 – 2022 / **Guest Speaker for “UX for Games”** course, Shenkar.

2021 – 2022 / **B.Des final project ranked top among selected projects** by Edmond de Rothschild Foundation, featured at gaming festivals.

2019 / **“Game Jam” course** in collaboration with the Hebrew University.

2018 – 2019 / **Certificate of Excellence** in Visual Communications studies, 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** in Visual Communications studies, Bezalel.

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

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