

Open to art direction and illustration roles, full-time or freelance

PROFILE

I'm a creator and visionary first - working across games, print, and motion. Ten years of visual communication across a wide range of skill sets. I've carried two games end to end as the sole artist and animator, owning the art direction, characters, environments, VFX, UI/UX and marketing art on both. I've also delivered illustration and identity work for published books, festivals, studios and private clients. I'm a multi-disciplinary and a quick learner - from digital work to physical materials, picking up whatever a project calls for. I also work well with people :) I've led small teams on initiatives I've started, and I'm usually the one taking a key-role in a team. What I bring to a team is range without hand-off friction: I set the direction and then draw it myself, so every call I make, I know exactly what it takes to pull off.

EXPERIENCE

Art Director, Artist & Animator (sole) Game · Steam 2024 - Present · 2 years
Tower Strike '89

- Only artist on a Steam title releasing Q4 2026 - responsible for the complete visual output of the game.
- Set the art direction: a neon CRT palette that keeps hostile and friendly elements separable at arcade speed.
- Built the full pixel-art pipeline: towers, enemies, environments, weapons, upgrade icons and combat VFX.
- Designed and specified the UI/UX - for both PC and console/controller players.

Art Director, Designer & Animator Game · Mobile 2021 - 2023 · 2 years
Poker Ninja

- Sole designer alongside a single programmer; owned every discipline other than engineering.
- Designed the core loop and meta progression for an original twist on Texas Hold'em.
- Created all of the visual assets: card designs, character sets, VFX, and the complete UI/UX: lobby, table, shop, missions and collection.
- Planned the monetisation and daily-mission economy, and handled animation and sound.

Freelance Illustrator & Graphic Designer 2016 - Present
Independent

- Graphic design, brand marks and campaign design for small businesses, festivals, and studios.
- Character design and asset sets for indie game teams.
- Illustration for books, music producers, and more.
- Presentation renderings for a landscape architecture practice, and more.

Video Editor - Short-form / Social 2023 - Present
Freelance

- Edit reels and short-form content for Instagram and Facebook clients.
- Handle pacing, sound design, captions and colour; occasionally appear on camera and record voice-over.

CAPABILITIES

Art Direction
Visual identity for products · Style guides & art bibles · Readability and hierarchy under pressure · Marketing & store-page art direction · Working solo or briefing others

Games
Sprite & VFX animation · UI / UX for games · Game & systems design · Monetisation and progression design

Illustration
Character design · Environment & key art · Editorial and book illustration · Pen & ink, watercolour, graphite · Concept art · Pixel art

Motion & Design
Frame-by-frame animation · Trailer editing · Short-form / social editing · Brand marks & logos · Poster and campaign design · Layout & typography · Craft & making - woodworking & materials

TOOLS

Photoshop · Illustrator · Procreate · Aseprite · Unity · CapCut · Cursor · Visual AI tools

EDUCATION

Game Design - Tiltan, Haifa · 2014 - 2015
Otherwise self-taught across illustration, animation and design.

LANGUAGES

Hebrew - Native
English - Fluent