

AMIR GAIZLER

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- Tel Aviv, Israel

EDUCATION

- 2015 – 2016**
Certificate in Visual Communications from the 6B Academy
- 2016 – 2020**
Bachelor Degree in Visual Communication and Interior Design at College of Management
- 2020**
Netcraft Academy
UX/UI

SKILLS

- User Experience
- Branding & Visual Identity
- UI Design
- Wireframing & Prototyping
- Typography
- Digital Marketing Design
- 3D Rendering

TOOLS

- Illustrator
- Photoshop
- Adobe XD
- Figma
- 3DS Max
- After Effects
- Rhinoceros
- Power Point

LANGUAGE

- Hebrew – Native
- English – Fluent



ABOUT ME

I'm a designer who thinks about the product as a whole. I don't just focus on how things look. I look at how design decisions impact the user's journey and the product's business goals.

With a background in the gaming industry, I bring a sharp visual eye to UX/UI, ensuring that every interface is not only intuitive and easy to use but also aligns with the brand's identity.

I enjoy tackling complex product flows and turning them into clean, functional solutions. I'm a big believer in collaborative work, and I'm always looking to bridge the gap between great design and effective monetization.



WORK EXPERIENCE

June 2025 – Present

Creative Art Director | UX/UI & Graphic Design

Mystifly, Herzelia, Israel

- Directed the creative design strategy for "BoxMadness," an e-commerce and gaming platform specializing in loot box mechanics.
- Designed the complete user interface for the platform, focusing on the visual hierarchy and user experience for B2C interactions.
- Developed the architecture and interface for the company's internal back-office software to support administrative operations.
- Managed the production of digital assets, utilizing AI-driven tools to enhance design workflows and visual development.
- Executed cross-functional work with product and development teams to translate gaming concepts into functional design layouts and components.

Feb 2023 – May 2025

UX/UI And Monetization Graphic Designer

Communix, Tel-Aviv, Israel

- In-house UX/UI graphic designer for the Monetization and Product departments of Communix-Poker face.
- Created full range of game assets, from targeted features mini-games, pop-ups to banners, backgrounds, and new logos.

Jan 2022 – Jan 2023

Graphic Designer

Playtika, Herzliya, Israel

- In-house graphic designer for the Monetization department of Playtika's largest gaming studio, and the market-leader in virtual slot games, Slotomania
- Independently designed in-game assets for live-operations of promotions and other forms of monetization
- Created full range of game assets, from targeted pop-ups to banners, backgrounds, and new logos
- Worked efficiently in rotating teams of designer/copywriter/manager under strict deadlines and heavy workload
- Functioned as an integral part of developing new promotions from brief stage through timely delivery

2021 – 2022

Graphic Designer

Netto Design House, Ness Ziona, Israel

- Developed and created exhibitor booth designs for large-scale conferences and trade shows across various fields
- Worked from brief stage through full execution with enterprise clients such as Elbit Systems, Verint, SolarEdge, and IAI
- Created and presented 3D models for client and management approval