Talia Peri / Art Director

taliaperi@gmail.com
972-528596-485
www.taliaperi.com

SUMMARY

Experienced Art Director boasting a demonstrated history of success within dynamic environments, particularly in the realms of gaming and fintech startups. Successfully guided art teams through the entire spectrum of development, from bootstrap inception to acquisition, contributing to the creation of engaging applications that have resonated with millions of users. Proficient in a diverse range of design domains, including UI/UX, mobile, web, and marketing materials. Recognized as a collaborative leader, known for cultivating high-performing teams that excel in innovative design solutions. Beyond professional achievements, I am fueled by a deep passion for music and the realms of creative expression, driving my commitment to pushing the boundaries of visual storytelling and design innovation.

PROFESSIONAL EXPERIENCE

2020 -Ongoing

Art Director and UI lead designer @ Beachbum Games
Online Casual games

In my capacity as a UI designer and Art Director I specialize in developing visually captivating and user-friendly interfaces. I contribute to the success of our games by seamlessly aligning aesthetics with functionality. Through close collaboration with cross-functional teams, I play a key role in shaping the visual identity of our thriving casual gaming projects.

2017 - Ongoing

Freelance Art Director and designer @ multiple projects.

2016

Freelance Art Director @ Bole Games
Mobile Slot games

I was approached by a prominent Chinese gaming company to oversee the quality and stylistic consistency of the art in their new and existing mobile slots games. I managed this task by remotely directing a team of artists from my office in Israel.

2015 - 2016

VP Art @ <u>Empire 88 Slots</u> *acquired by Crown Resort
Social slot games for Facebook and Mobile

Guided the design process of the company's product from its initial stages to its eventual acquisition by Crown Resorts. Developed the product for cross-platform implementation, including integration with Facebook. Oversaw the recruitment and management of a team consisting of two local designers and 30 offshore artists and animators. Additionally, played a key role in designing the branding and defining the look and feel of cross-channel marketing campaigns.

2013 - 2015

Art Director @ <u>AppCoin</u>
*An innovative Mobile and Web platform for social based digital currency, backed by
a top European Bank*

· · Spearheaded the UI design for the company's product.
· Oversaw the adaptation of the product's design for cross-platform use, encompassing both web
  and mobile services.
· Contributed to the core team involved in planning the product and shaping the user experience.
· Collaborated closely with marketing, development, and product teams to ensure seamless integration.

2011 - 2013

Art Director @ <u>House of Fun</u> *acquired by Caesars/ Playtika
Social slot games for Facebook and Mobile

Joined the company at its inception and played a pivotal role in facilitating the acquisition.
· Led the design of user interfaces and art for games, widely recognized as best-in-class,
captivating millions of players.
· Directed a global team of 30 professionals, including concept artists, animators, game designers,
and social media/advertising designers.
· Designed the mobile app comprehensively from the ground up.

2008 - 2011

Art Director @ Mytopia *acquired by <u>888 Holdings</u>
Casual social games for Mobile and Web

· Built the in-house art studio from scratch: Interviewed, hired and trained each of the team members, ending up with a team of 11 artists including concept artists, animators, sound, game, social media and advertising designers.
· Oversaw design of dozens of multi-player games that reached over 5,000,000 users and were the leading games in their classes
· Art director for every product released, from concept to completion
· Key management role in design and user experience

2003 - 2008
Game Designer @ Pixel Play *acquired by Oberon Media
Games for a TV platform

· Designed and illustrated children's games for a TV based platform.
· Created original content and modified existing designs.

SKILLS

UI/UX design, Graphic Design, Game Design, Illustration, 2D Animation, Character Design, music and sound creation, Creative Team Management, Cross-Channel Marketing Messaging & Branding Consistency, Copywriting & Storyboarding, Brand Creation & Reinvention

Proficient in Photoshop and Illustrator.

EDUCATION

Management course
Shenkar college of design
BA, Graphic Design, Animation and illustration