Talia Peri / Art Director / Designer

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

SUMMARY

Experienced Art Director with a proven track record of shaping visual identities and leading creative direction across dynamic industries, specializing in gaming.

Throughout my career, I've guided art and UI/UX teams through every stage of development - from early bootstrap concepts through scale to acquisition - helping craft engaging mobile and web applications used by millions globally. My experience spans international markets and cross-functional studios across Asia,, Europe, the US and Israel, giving me a deep understanding of culturally resonant design, diverse art pipelines, and global product strategy.

I integrate cutting-edge AI tools and generative workflows into my creative pipeline, leveraging AI to accelerate concept ideation, streamline visual production, and push artistic boundaries. As a collaborative leader, I excel at empowering high-performing design teams, bridging product goals with striking visual storytelling, and executing across UI/UX, mobile interfaces, and digital marketing.

PROFESSIONAL EXPERIENCE

2022-2026

Art Director @IGS - Taiwan

Mobile Slots games

- Served as a remote Art Director for IGS (International Games System), Taiwan's premier gaming giant, leading visual strategy, art execution, and UI/UX direction across their game portfolio.
- Spearheaded the artistic localization and visual adaptation of mobile slot titles tailored specifically for Western player retention and market preferences.
- Collaborated closely with internal cross-functional slot studios in Asia to bridge cultural design gaps and elevate asset production quality for global audiences.

2020 -2022

Art Director and UI lead designer @ Beachbum Games

Mobile 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.

2016-2020

Freelance Art Director @ Bole Games - China

Mobile Slot games

- Provided remote Art Direction for Bole Games (China), directing visual production and pipeline asset delivery across major hit mobile slot portfolios.
- Optimized game art styles and UX flows to successfully capture and engage Western market demographics, driving high-value user acquisition.
- Partnered directly with internal studios to align creative output with global product strategies and international aesthetic standards.

2015 - 2016

VP Art @ Empire 88 Slots *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 @ AppCoin

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 @ House of Fun *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 888 Holdings

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, illustrator and Figma.

Utilizing generative AI tools to streamline creative ideation, rapid visual prototyping, and asset production

EDUCATION

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