



CREATIVE DIRECTOR

MOSHE STAMLER

Creative and Marketing

Leader with strong experience in gaming and mobile apps.

Expert in building teams, improving performance, and connecting creative work to business goals.

Focused on Monetization, Retention, Growth, and Product.

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SKILLS

- Leadership
- Team Building
- Mentoring
- Problem Solving
- Strategic Thinking
- Process Improvement
- Workflow Optimization
- Project Management

LANGUAGES

- Hebrew | Native
- Spanish | Native
- English | Fluent

VOLUNTEERING

EMT in United Hatzalah's Ambucycle Unit, providing rapid life-saving response.

Creative Director

Silver Social Games (Jackpota) | 2024 – Present

- Built and scaled the creative department from scratch
- Hired and managed designers and creative team members
- Created workflows and processes to improve efficiency and output
- Led creative across Marketing, Retention, and Product (UX/UI)
- Designed new product features to improve engagement and competitiveness
- Implemented AI tools to increase productivity and reduce costs

Marketing Creative Team Lead

Tango | 2023 – 2024

- Built the marketing creative team from zero (design & motion)
- Created fast campaigns production workflows for ads, videos, and banners
- Improved performance, leading to a 30% increase in marketing spend
- Adapted creatives for global markets (US, LATAM, MENA, and SEA)
- Conducted competitor and trend research to stay competitive

UX/UI Team Lead

WSOP | Playtika | 2022

- Built the UX/UI team from scratch
- Defined workflows and improved team efficiency
- Worked closely with Product Managers on new features and improvements
- Focused on improving user experience and player engagement

Art Team Lead

WSOP | Playtika | 2022

- Managed illustrators and animators
- Built team structure, workflows, and guidelines
- Led visual strategy and yearly planning
- Collaborated with Product, Development, and Monetization teams
- Responsible for full game visual style (characters, backgrounds, assets)

Monetization Creative Team Lead

Slotomania | Playtika | 2019 – 2022

- Built and grew the team from 4 to 15 designers and copywriters
- Created structured workflows and planning processes
- Focused on monetization strategy and creative optimization
- Mentored team members and improved performance
- Worked closely with Product on strategy and execution

Graphic Designer

Slotomania | Playtika | 2017 – 2019

- Designed in-game promos and marketing assets
- Increased revenue through creative campaigns
- Collaborated with monetization managers on new ideas
- Led major promotions and key campaigns