

MOSHE STAMLER

ART DIRECTOR

☎ 050-9556661 | ✉ moshestamler@gmail.com | [in](#) [Linkedin](#) | 🏠 moshestamler.com

SUMMARY:

Creative Director & Team Lead with over 10 years of experience in the gaming and social casino industries. Expert in building creative departments from scratch, managing global and hybrid teams, and blending data-driven marketing with product design to drive user engagement and monetization.

PROFESSIONAL EXPERIENCE:

Art Director, Silver Social Games (Jackpota) 2024 - 2026

- Managed the company's creative and marketing strategy, leading a team of designers and video editors.
- Directed end-to-end production of global user acquisition (UA) campaigns, store assets, and high-converting video ads.
- Built creative workflows and scaled production efficiency across multiple marketing channels.

Marketing Creative Team Lead, Tango 2023 - 2024

- Built the Marketing Creative department from scratch to support a global live streaming application.
- Managed a hybrid team of 4 graphic designers (2 in Israel, 2 in Ukraine).
- Tailored global marketing and video campaigns for diverse markets, including the US, Europe, LATAM, and the Arab countries (MENA region).
- Conducted competitor and market research using Alison AI to boost campaign performance and optimize ASO (App Store Optimization).

Product Design Team Lead, Playtika (WSOP) 2022

- Led the Product Design team for one of Playtika's biggest flagship games.
- Created and designed new game features and upgraded existing mechanics to improve player experience.
- Synced daily with Product Managers and Development (R&D) teams from concept to launch.

Art Team Lead, Playtika (WSOP) 2022

- Managed a multi-disciplinary art team of 2D/3D artists and animators.
- Delivered premium visual assets for in-game monetization events and seasonal campaigns.
- Collaborated closely with product designers to ensure high-quality, seamless visual integration.

Monetization Creative Team Lead, Playtika (Slotomania) 2019 - 2022

- Led and coordinated a large creative production team of 15 graphic designers and copywriters.
- Managed high-volume daily requests and fast-paced campaigns under tight deadlines.
- Directed the creation of impactful visual and textual assets to drive in-game purchases.

Graphic Designer, Playtika (Slotomania) 2017 - 2019

- Designed high-quality visual assets for daily in-game promotions.
- Worked closely with copywriters and product teams in a high-volume, fast-paced environment.

VOLUNTEERING:

Medic, United Hatzalah

- Responding to medical emergencies, managing high-stress situations, and providing critical care under pressure.