

# Yoav Aviram Adler

UI / UX / Product

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**Freelance**  
2023~Present

**UX Expert** | Self employed

I work with small companies, creating complete UX design for unique projects or features.

**Banditos**  
2021~2023

**Product Manager & UI/UX Expert** | Mid-core mobile games

Acted as the UX authority (hands on) and Graphic authority (lead a team), while PMing my own features. Mostly worked on **Five Heroes**, adding features that focused strongly on retention and monetization, with intensive research, planning, KPI monitoring and user testing when needed.

**Screenz**  
2017~2021

**Head of Product** | Entertainment apps and interactive TV formats

Started as UX expert, and ended up heading the product and marketing for both B2C and B2B markets, releasing apps for millions of end users, as well as SaaS platforms for clients like **Sony, ABC, FOX** and **Jio**. While in role, the company signed a multi-million dollar deal with Reliance India and launched the successful **Screenz.Live** platform.

**One Hamsa**  
2015~2017

**Lead UI/UX** | Cutting edge VR and mobile games

A small indie game studio, creating polished and successful AR and VR games. While in role, invented new ways to interact with VR interfaces based on the desired spatial experience, and launched the critically acclaimed award winning **Racket:NX**.

**Tacticsoft**  
2013~2015

**Lead UI/UX & Game Design** | Unique strategy games for mobile and PC

Designed, launched and optimized several successful mid-core to hard-core strategy games, leaning heavily on KPIs, intensive user testing and A/B testing.

**FTX Games**  
2010~2013

**Lead UI/UX & Game Design** | Hit social games for Hollywood blockbusters

Started as a UI designer, and ended up leading the UI/UX for games such as: Mission Impossible, Power Rangers, Rango, and **The Hunger Games Adventures**, which won the **Webby & People's Voice award** for Best Social Game (2013), and **Variety's** Best Entertainment-based game (2013).



**Shenkar**  
2006-2010

**B.Des in Visual Communication** | Interactive Media Program

**Graduated with Honors.** Graduated 3rd year with **Exceptional Honors**, and recieved a scholarship of excellence.



**Fluent** in most UI/UX software and work methods, and can **adapt** to new ones quickly. Team player that knows how to **listen** and **learn**, while keeping a **focused** design vision. Lives in Pardes Hana, with my wife and our two **awesome** kids.