

# Yoav Adler

UI / UX / Product

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[www.yoadler.com](http://www.yoadler.com) 



## Freelance

2024~Present

### UX Expert

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

## Banditos

2021~2023

### Lead UI/UX & Product Manager | Mid-core mobile games

Acted as the **UX authority** (hands on) and **Graphic authority** (lead a team), while **PMing** my own features for [Five Heroes](#). My focus was on retention and monetization, with intensive research, planning, KPI monitoring and user testing.

## Screenz

2017~2021

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

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

## One Hamsa

2015~2017

### Lead UI/UX | Cutting edge VR and AR games

A small indie game studio, creating **polished** and **successful** AR and VR games. While in role, the studio launched the critically acclaimed award winning [Racket:NX](#).

## Tacticsoft

2013~2015

### Lead UI/UX | 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 | Hit social games for Hollywood blockbusters

Lead UI/UX and marketing for IPs 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 Hanna (Israel), with my wife and our two **awesome** kids.