

BOAZ ROZENBERG

Creative Director & UX/UI Team Lead

Creative design leader
specializing in UX, visual direction
and scalable digital products.
Leads cross-functional teams

EDUCATION

NYU

Film, Cinema & Video

Netcraft Academy

UX/UI

Open University

Humanities

SKILLS

Art direction

UX/UI direction

Figma

Photoshop

AI tools

Product Design

UX Strategy

CONTACT

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[Linkedin](#)

EXPERIENCE

Sunflower - Creative Director 2025-2026

Leading the overall creative vision, UX strategy, product design, Monetisation and animation for a social casino platform. Built, recruited, and managed three departments from the ground up: Animation, UX/UI, and Monetization, establishing clear workflows, team structure, and production processes.

Playtika – UX/UI Team Lead 2019 - 2025

Directed UX/UI for Playtika's top-grossing title, Bingo Blitz, for 5 years—beginning as a UX Pro and progressing to Team Lead for four years. Led a full design transformation, built scalable design processes and a UX bible, enhanced cross-functional collaboration and delivered measurable gains in usability, engagement, and player experience.

Duda - Lead UX/UI Design 2015 - 2019

Senior UX/UI designer and a project leader. creating the company's main product: the website builder.

Netcraft - Senior Designer & Lecturer 2013 - 2015

UX/UI senior designer at Netcraft and lecturer at Netcraft academy and at the "UX on Beer" conferences.

Publicis – Creative Director 2011 - 2013

Founded Brandland, a branding studio within Publicis. Led branding and design for major clients including TIDHAR, Gulliver Group, Arza Winery, and more.

Y&R - Designer 2009 - 2011

Designer in Y&R Israel's branding department. Branding and advertisement for big brands such as Mercedes Bentz, Gindi, Visotsky & Chabad world wide.