

# 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

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**NYU**  
Film, Cinema & Video

**Netcraft Academy**  
UX/UI

**Open University**  
Humanities

## SKILLS

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Art direction  
UX/UI direction  
Figma  
Photoshop  
AI tools  
Product Design  
UX Strategy

## CONTACT

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[Linkedin](#)

## EXPERIENCE

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### 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 Benz, Gindi, Visotsky & Chabad world wide.