



# GAL BORENSZTAJN

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A multi-disciplinary Game Artist & Animator recently graduated from the Bezalel Academy of Arts and Design, looking to secure a creative position in the gaming industry. Highly motivated, solution-oriented and game-loving individual who has been at the creative helm of 2 award-winning independent mobile games as well as helping shape several critically-acclaimed game titles.

## PROFESSIONAL SKILLS

<b>PHOTOSHOP</b>	<i>EXPERT LEVEL</i>	<b>ILLUSTRATOR</b>	<i>EXPERT LEVEL</i>
<b>FLASH</b>	<i>EXPERT LEVEL</i>	<b>AFTER EFFECTS</b>	<i>EXPERT LEVEL</i>
<b>INDESIGN</b>	<i>EXPERT LEVEL</i>	<b>PREMIERE</b>	<i>EXPERT LEVEL</i>
<b>UNITY</b>	<i>BASIC LEVEL</i>	<b>CINEMA 4D</b>	<i>BASIC LEVEL</i>

- ❖ Illustration
- ❖ 2D Animation
- ❖ UI\UX
- ❖ Motion Design
- ❖ Typography

## EXPERIENCE

May 2016 – Oct 2016

**GAME ARTIST**  
UPOPA GAMES  
PART OF IRONSOURCE LTD  
Tel Aviv, Israel

As a crucial member of the Upopa team, I delivered high-quality game & marketing assets under tight launch deadlines. Ensured integrated design through consistent communication with the Game Designers, Technical Artists and Art Director/CEO.

- Designed and animated the new Hopeless 2 trailer which generated over **1.6M** views, a **127%** increase on all previous trailers combined.
- Set the visual tone for high-profile titles.
- Established new work processes which significantly accelerated asset production lead-times.
- Helped resolve problems of both an artistic & technical nature.

Aug 2015 – Oct 2015

**GRAPHIC DESIGNER**  
ATREO CREATIVE  
Tel Aviv, Israel

Directly collaborating with the Art Director and VP Creative, I contributed to the delivery of all aspects of the marketing mix, including websites, logos and other promotional material.

- Played a critical role in the pitch process to help Atreo retain one of their biggest accounts, Illusive Networks. The Senior VP Marketing of that account personally complimented the work I delivered.
- Coached new designers and ensured they fully adhered to the studio's workflow process.

Oct 2014 – Nov 2014

**MOTION DESIGNER**  
LIVEU  
Kfar Saba, Israel

A brief freelancing project throughout which I designed and edited LiveU's promotional video for the IBC 2014 convention held in the Netherlands. Working closely with the marketing department, I was committed to ensuring that the final product met the client's high standards.

Jan 2011 – Mar 2011  
Apr 2012 – May 2012

## INTERACTIVE DESIGNER

NEMASHIM  
Misgav, Israel

In my first professional endeavour as a designer, I helped spearhead the launch of a suite of new educational apps for a children's hospital. Defining the visual style, I incorporated key elements such as UI/UX, Animation and Illustration, delivering a polished final product.

- The apps proved to be successful at engaging and helping children understand their condition and the treatments they would receive.

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## EDUCATION

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2012 – 2016

B.DES

### Bezalel Academy of Arts and Design

The Department for Visual Communication  
Jerusalem, Israel

Successfully graduated from the Bezalel Academy of Arts and Design, specializing in Motion Design, Animation, Interactive Design and Illustration.

2015

INGAME WORKSHOP

### Interdisciplinary Center Herzliya

Herzliya, Israel

Taking part in an exclusive program for Game Design and Marketing run by the Interdisciplinary Center Herzliya (IDC), I collaborated with other programmers to create fully-playable games for mobile and PC.

- Art directed a national award-winning game as the final project (Ponchjoe).
- Was personally asked to become a mentor in the program by the workshop's organizers the following year.

1996 - 2007

### MISGAV HIGH-SCHOOL

Misgav, Israel

Received High-School Diploma, majoring in Art and Biology.

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## AWARDS

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1<sup>ST</sup>  
PLACE

**PONCHJOE**  
GAMEIS AWARDS 2015



Taking full ownership of the game design, art, animation and UI/UX, I inspired my team to create an independent mobile game that was awarded Game of the Year in the student category by The Digital Games Industry Association in Israel (GAMEIS).



2<sup>ND</sup>  
PLACE

**JETCAT**  
HACKIDC 2015



Collaborating with 3 other programmers in the IDC's annual Hackathon, I conceptualized a voice-activated mobile game that won the 2<sup>nd</sup> place in that event. Among the judges was Dov Moran, inventor of the USB memory stick, who highly praised our project.



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## LANGUAGES

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ENGLISH

FLUENT

HEBREW

NATIVE SPEAKER