



# Brantman Yefim

ART-DIRECTOR, MARKETING, UX/UI DESIGNER

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Creative Art Director and Web Designer with 10+ years of experience leading design and visual direction across digital and gaming products. Proven ability to deliver high-quality creative for complex, large-scale platforms, combining strong hands-on design expertise with team leadership. Focused on building cohesive visual systems and driving impactful design aligned with product and business goals.

## Skills:

- Art Direction & Visual Leadership
- UI/UX Design (Mobile, Web, Platforms)
- Branding & Design Systems
- Performance Marketing Creatives (CRM, PPC)
- Team Leadership & Mentoring
- Stakeholder Collaboration & Cross-functional Leadership

## EXPERIENCE

2019 - 2026

### Aristocrat Interactive | Head of Design

A global iGaming technology company. It provides casino platforms, games, and digital solutions for regulated markets.

- Led and mentored a creative team of 7 designers, improving delivery speed and output quality across multiple projects.
- Directed end-to-end creative for digital platforms and marketing campaigns, ensuring alignment with product and business goals.
- Led cross-functional collaboration with CRM, PPC, Payments, and Compliance stakeholders, translating business, marketing, and regulatory requirements into effective design solutions.
- Maintained creative continuity and team performance through two company acquisitions, adapting workflows and aligning with evolving organizational structures.
- Managed multiple high-value projects simultaneously, maintaining strong stakeholder alignment and timely delivery. Implemented structured design workflows, improving team efficiency and scalability.

2017 - 2018

### CrazyLister | Art Director

A SaaS platform for creating and managing eBay and Amazon listings. It helps sellers build professional listings faster and sell across channels.

- Contributed to product and marketing success through strategic design decisions, including UX/UI improvements that positively impacted user growth and MRR.
- Owned website design and visual direction via WordPress, continuously optimizing user experience and content presentation.
- Delivered high-performing marketing creatives across multiple channels, supporting acquisition and engagement.

2013 - 2017

 **Ladbrokes | Senior Designer**

A leading UK betting and gaming brand. It offers sports betting, online casino, poker, and gaming services and operates across regulated markets.

- Developed and executed marketing design assets (campaign concepts, landing pages, CRM mailers, banners), ensuring visual consistency and supporting conversion performance.
- Designed UX/UI for mobile and web products, including user flows, prototyping, and interface systems for gaming and betting platforms.
- Created game visuals and assets (illustrations, character design, in-game UI), while collaborating with cross-functional teams to deliver user-focused, business-driven solutions.

2008 - 2013

 **Coolvision | Senior Designer**

CoolVision develops online video streaming platforms and scalable web solutions for the global entertainment industry.

- Developed and executed marketing assets (campaigns, landing pages, CRM mailers, banners), ensuring consistency and performance across digital channels.
- Designed UX/UI for web and mobile products, including sites, white-label platforms, live chat systems, video platforms, and applications.
- Created interactive experiences and visual content, including browser-based games and illustrations, enhancing user engagement.

SELECTED EARLY  
EXPERIENCE

2006 - 2008

**GREY Interactive | Web Designer**

2004 - 2006

**McCann Erickson | Art Director**

EDUCATION

2016

**HTML & CSS Course**

"MENTOR" College

1999 - 2003

**Bachelor of Design (Visual Communication)**

"Bezalel" Academy of Arts and Design

HARD SKILLS

Adobe Creative Suite | Figma | UX/UI Design | WordPress | HTML/CSS (Basic) | Print Design  
AI Tools: ChatGPT, NanoBanana, Seedance, Claude

LANGUAGES

Hebrew (Fluent) English (Fluent) Russian (Native) Ukrainian (Basic)