

Brantman

CREATIVE

ART DIRECTION

Yefim

GRAPHIC DESIGN

Address

Ramat Gan, Israel

Email

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Portfolio

www.brantman.me

Tools

Design:

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Premiere
Figma

Web & CMS:

WordPress
Wix Studio

AI Tools:

ChatGPT
Nano Banana
Claude
Seedance
(and others)

Other:

Basic Front-End

Languages

English - Fluent
Hebrew - Fluent
Russian - Native
Ukrainian - Fluent
Lithuanian - Basic

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 & Cross-functional Collaboration

Professional Experience

Creative Director, Aristocrat Interactive (Global iGaming Operator)

March 2019 - Present

- 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.

Art Director, Crazy Lister (E-Commerce)

June 2017 - December 2018

- 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.

Senior Designer, Ladbrokes (Global iGaming Operator)

July 2013 – April 2017

- 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.

Senior Designer, Coolvision (Entertainment)

August 2008 – June 2013

- 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

Interactive designer, GREY Interactive (Digital Advertising)

2006 – 2008

Art Director, McCann Erickson (Advertising)

2004 – 2006

Education

Front-End Development Course, "Mentor" college

2016

Bachelor of Design, (Visual Communication), "Bezalel" Academy of Arts and Design

1999 – 2003