

MICHAL BEN NETANEL

..... ART DIRECTOR | BRAND & MARKETING DESIGN

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SUMMARY

Art Director with over 15 years of experience across brand, marketing and gaming. Experienced in leading and mentoring multidisciplinary design teams, building scalable workflows and developing visual systems across brands, campaigns and products. I combine strategic thinking with hands-on design experience, translating business and product needs into clear, engaging design while bringing consistency and focus across teams and projects.

CORE EXPERTISE

Art Direction & Visual Strategy	Creative Team Leadership & Mentorship
Brand Identity & Visual Systems	Cross-Functional Collaboration
Brand & Marketing Design	Workflow & Process Development
UI/UX & Design Systems	Business & Product Alignment
Operations & Production Management	Stakeholder Management

WORK EXPERIENCE

BeachBum By VOODOO | 2024- 2026

Art Director

- Built, led and scaled the art department from 2 to 7 multidisciplinary specialists across UI/UX, Product Design, 2D, VFX, animation and monetization, hiring, mentoring and establishing structured workflows.
- Transformed the department from a small support function into a strategic partner elevating creative quality, optimizing processes, and aligning with product and business goals.
- Introduced new workflows and pipelines that reduced asset turnaround time and improved cross-team collaboration.
- Directed the art vision across multiple game projects, ensuring alignment with gameplay mechanics, narrative tone, and target audience expectations.
- Elevated visual quality by establishing comprehensive art guidelines and feedback, resulting in a more cohesive player experience and stronger brand identity.
- Partnered with Game Designers and Product teams to ensure timely delivery of assets for global launches and live events without compromising quality.
- Mentored and developed team talent, promoting several artists into senior roles, strengthening team capabilities and retention.
- Drove monetization strategy through design, creating in-game assets and offers that supported revenue growth and player engagement.
- Drove creative problem-solving across technical constraints, maintaining artistic integrity while supporting smoother launches and positive player reception.

Art Lead - Monopoly GO!

- **Directed the creative vision and art asset production** for Monopoly GO!, one of the world's top-grossing and most innovative live mobile games.
- **Key Achievement: Built and led the art team for Monopoly GO! from the ground up, hiring and mentoring six senior artists across Spain and Israel.**
- **Established the department's** influence among cross-functional teams, improved efficiency in live operations, and ensured alignment with business objectives and goals.
- **Championed monetization-driven design**, directly contributing to the game's industry-leading revenue performance.
- **Streamlined workflows and QA processes**, reducing asset turnaround times and ensuring 100% on-time delivery of high-quality content for global live releases.
- **Optimized global vendor partnerships**, managing and mentoring external teams to elevate asset quality and ensure scalable production capacity. Successfully supported live operations during peak demand periods by accelerating delivery timelines without compromising quality.
- **Partnered with cross-functional teams** across Product, Design and Development to align art direction with gameplay and business objectives, resulting in a cohesive player experience and stronger player engagement.

Art Director (2010–2019) | Senior Art Director (2019–2022)

- **Directed brand identity and creative development** for leading clients including LG, Toyota, GA-DE, IDdesign, The Israeli Opera and Maccabi Healthcare, working across a wide range of industries and audiences.
- **Delivered 360° marketing campaigns** from concept through execution across digital, social, print, outdoor, retail and experiential platforms.
- **Developed brand identities and visual systems**, creating design languages, guidelines and scalable assets that supported consistent brand communication across multiple touchpoints.
- **Led projects from concept through production**, working directly with clients and collaborating with copywriters, designers, photographers, production teams and external partners to bring creative work to life.
- **Managed and mentored a multidisciplinary creative team**, fostering professional growth while maintaining creative quality and alignment with client objectives.
- **Created UI/UX and digital experiences** across websites, e-commerce platforms and landing pages, working with external UX and development teams and contributing to user flows and UX solutions where relevant.
- **Implemented A/B testing and data-driven design practices**, improving creative effectiveness and campaign ROI.

TOOLS

Figma | Adobe Creative (Photoshop, Illustrator) | Miro | AI Tools

EDUCATION

Netcraft Academy | 2017 - 2018 - UI/UX Design

Ascola Design School | 2003 - 2008 - Visual Communication Design

LANGUAGES

Hebrew - Native

English - Fluent