

# Guy Sebbag

Senior UI/X designer for mobile games

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As of 2017, I work in the mobile gaming industry. I've gained a strong knowledge on game design principles, psychology, UI/X monetization and more.  
Prior to 2017: Art director, UI designer, marketing designer in the non-gaming industry for many years. In my spare time, I also like to draw

## Experience

Mobile gaming since 2017 and much more in the non-gaming industry

### 2019-Now **Senior UI/X design at Bagelcode**

Bagelcode is a South Korean mobile game developer  
I have facelifted the UI of the company's flagship game, owned most of the features, collaborate with POs and technical artists.

### 2017-2019 **Monetization and UI/X design at Playtika**

VDS and Caesars Casino.  
My role: Monetization and later on UI/X

### \* - 2017 **Prior to the gaming industry**

Art director in advertising agencies such as Y&R digital.  
During the years I had experienced working alone, within a team, as a freelancer or as an Art director collaborating with art and development teams.

## Education

- Visual Communication Design at MJM in Paris
- Several courses of graphic and front-end design
- Skills: Photoshop, Illustrator, Animate, knowledge in XD, Dreamweaver

## Languages & Military Service

Mother thong: French and Hebrew. Good level of English.  
I served in the Israeli army as combat soldier in the Armored Corps.

# Recommendation letters

Source: LinkedIn



**Ran Aviv** · 1st

Art Director at Bagelcode, AI Expert

July 23, 2023, Ran managed Guy directly

I highly recommend Guy for any position in UI, UX, and graphic design. With his past experience as an art director in the non-gaming world, Guy has also the ability to lead a UI / monetization art team. While we worked together, Guy proved to be an exceptional and invaluable asset to our team.

As a UI designer, Guy's skills and dedication quickly made him an essential member of our group, and he soon became my right-hand man. He demonstrated a remarkable ability to adapt and excel in various areas, mastering graphic design, feature branding, marketing work, UI/UX, and even game design. His versatility and willingness to embrace new challenges were truly commendable.

What sets Guy apart is his insatiable thirst for knowledge and passion for staying at the forefront of industry trends. Whether it's exploring 3D design, learning Unity, or delving into AI, he consistently sought opportunities to expand his skill set. This eagerness to learn not only benefited him personally but also greatly contributed to our studio's growth and innovation.

Additionally, Guy's passion for gaming proved to be an unexpected advantage for our studio. His familiarity with the latest apps and features in the market and his ongoing competitor analysis proved invaluable in shaping our products and strategies.

His positive energy and motivation had a profound impact on our team dynamics. As a result, I felt confident in entrusting him with more responsibilities and even representing me in important development and product meetings. This allowed me to focus on my role as an art director.

In conclusion, Guy is a rare find - a dedicated and versatile professional with an unyielding commitment to excellence. His drive to continuously improve and embrace new challenges will undoubtedly make him a valuable addition to any team. I am delighted and fully confident in recommending Guy for any future opportunities in the industry.



**Ofer Ash** · 1st

CEO at Bagelcode IL

June 28, 2023, Ofer was senior to Guy but didn't manage Guy directly

Guy is first and foremost a person you want to be around.

A loyal teammate whose positive and engaged vibe influences everyone around him.

Always open and happy to help without conditions.

Guy's engagement and care for the business and teammates are evident in his ongoing exploration and awareness of the world around him, with so often initiatives that bring fresh ideas and thinking into the team's think tank, without being shy of areas outside his direct domain. For me, that is the prominent trait of an engaged and caring teammate.

As a professional Guy is always on top of his game, his talent and track record speak for themselves, whether work-related, in the high-tech industry, or his own artistic creations in the real world, Guy is a talent with versatile skills, competencies, and viewpoints that are expressed in any project he's engaged in, be it UI design, features design, marketing materials or anything else, guys will be able to present flexible and inspirational options in and outside the box.

I truly hope we'll have the opportunity to work together again.