

Itai Ginat

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PROFESSIONAL SUMMARY

10 Years of experience writing, editing, and designing in the entertainment and game industries. Drove creative for multimillion-dollar products from concept to retail. Worked with blockbuster owners, including Playtika, Sony, Moon Active, ZYNGA, King, and more. Designed and wrote stories, worlds, and characters—experienced leading and working in small teams on tight deadlines.

WORK HISTORY

Playtika - Lead Narrative Designer

09/2023 - Current

- Leading the content design landscape and crafting narrative pillars for a new cross-studios product.
- Presenting narrative designs and solutions to senior staff, evangelizing for user-centric design decisions.
- Participating in design review meetings to brainstorm new UX developments through collaborative thinking.

Cellotex - Creative-director

07/2022 - Current

- Led company's creative strategy; responsible for design, branding, new product development.
- Reduced average art cost up to 60% by utilizing cost-effective outside resources and repurposing design.
- Assisted with sales and marketing strategies to foster achievement of revenue goals.

Mad Brain Games - Creative Writer

09/2022 - 10/2023

- Worked on Word Farm Adventure content
- Crafted the content world landscape for the new exciting tittle!
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.

Playtika - Solitaire Grand Harvest - Creative Copywriter

04/2020 - 07/2022

- Delved into unique themes and subjects with each work to enhance artistic growth and skill.
- Co-founded the main game meta feature - inspiring a rise in revenue of 31% Mom + 131% 2Mo2M

WEBSITE, PROFILE

- itaiginat.com
- <https://www.linkedin.com/in/itai-ginat-b54a868a/>

SKILLS

- Verbal & Written Communication
- Creative Writing
- Art Direction
- People Management
- Recruiting and Hiring
- Story Pitching
- Visual Communication
- Compassion
- Microsoft Office Suite

EDUCATION

06/2017

Tel Aviv University

Tel Aviv

Master of Arts: Comparative Literature & Creative Writing

- Degree Awarded cum laude
- Scholarship from the Jacob and Shoshana Schreiber cathedra for contemporary Jewish culture, 2016
- Scholarship from the Sverdlin institute for Latin America History and Culture, 2017.

09/2012

Tel Aviv University

Tel Aviv

Bachelor of Arts: Comparative Literature & Creative Writing

- Chose and followed targeted styles, grammatical approaches, and narrative voices for each feature.
- Conducted research to identify wide creative themes, incorporating collected data into future experiences.
- Directed concept artists, 2D artists & animation artists during the execution stages process.
- Reviewed and edited final copy for accuracy and to correct grammar errors.
- Created and defined characters design & arc.

Liniad - Creative Scriptwriter

07/2019 - 03/2020

- Crafted and led the creative concepts pipeline.
- Developed strong communication and organizational skills through working on group projects.
- Conducted research client's games, market & concepts.
- Proven ability to develop and implement creative solutions to complex problems.

Moon Active - Creative Writer

06/2018 - 11/2018

- Provided writing support for various projects and departments.
- Delved into unique themes and subjects with each work to enhance artistic growth and skill.
- Chose and followed targeted styles, grammatical approaches and narrative voices for each piece.
- Wrote compelling, succinct, clear new scripts and concepts under tight deadlines.

"The Today Tonight Show with Guri Alfi" - Content Team Lead

11/2017 - 11/2018

- Led the daily monologue development and writing process for this award-winning late night.
- Recruited and trained the team, pitched daily to the writers' room, head writers, and host.
- Exercised leadership capabilities by successfully motivating and inspiring others.
- Demonstrated strong organizational and time management skills while managing multiple projects.

"Herod Islands" - Feature Comedy Film - Transfax Productions - Screenwriter

02/2015 - 07/2018

- Co-wrote movie script from concept to fine detail.
- Developed characters, high-level concepts, and arcs.
- The film was released in cinema complexes across Israel on 16.8.18.
- Yehoshua Rabinovich Tel Aviv Foundation for the Arts supports the work.

"Front Row" - Online Film & Television Magazine - Head Editor

01/2016 - 01/2018

- Provided concise and constructive editorial feedback to writers to improve article and story writing.
- Devised attention-grabbing headlines and summaries to increase clicks and engagement.
- Edited and revised wide array of content for accuracy, clarity and consistency.

"Space Tripping" - Graphic Novel - Writer

01/2016 - 02/2017

- A joint English-written graphic novel sci-fi project with director and co-creator Eyal Be.
- Crafted the main storylines, developed characters and arcs, and developed creative world-building.

Tel Aviv University - Cymbalista Center - Program Coordinator

08/2015 - 08/2016

- Developed and recommended policies and procedures for evaluating programs for the center.
- Supervised media programming team and provided feedback to drive quality programming.

Tel Aviv University - Prof. Dan Laor - Teaching Assistant

09/2014 - 08/2015



- Supported classroom maintenance and upkeep, organizing books and materials.
- Completed daily reports on attendance and disciplinary performance.
- Tutored struggling students individually and in small groups to reinforce learning concepts.
- Developed materials for classroom teachers to support instruction, or in-class activities.

ADDITIONAL INFORMATION

Portfolio site password: ginat@88

LANGUAGES

Hebrew: Native language

English:  C2 **Spanish:**  C1

Proficient Advanced