











Yaniv Guertel





SKILLS

-  Project management
-  Documentation
-  Tech development
-  Data Analysis
-  Creative problem solving

TOOLS & ABILITIES

-  Jira, Trello, Notion
-  Excel, SPSS, Python
-  Adobe: Figma, Ps, Pr, Ae
-  Unity, Unreal Engine, Houdini
-  C#, Python, Visual scripting
-  English, Hebrew, Spanish

CONTACT ME

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-  @yanivguertel

Personal Profile

I'm a Product Manager with a goal-oriented mindset and passion for collaborative technical problem solving. I bring a unique blend of empathy and passion for technology, data analysis, structure and innovative ideas to create a meaningful experience to the users and colleagues. I approach each project as a unique puzzle that presents its own set of learning opportunities and contribution to my professional growth.

Work Experience

Product Manager - Futbin.com

Better Collective - Copenhagen, Denmark | 2024 - current

- Facilitate the development of innovative features and user interface redesign to improve user experience and align with the business goals of Futbin website and Apps

Associate Producer - "Tectonicus" (Working title)

Gamucatex - Copenhagen, Denmark | 2023

- Implemented Scrum methodology elements in an ongoing development process using a bottom-up approach from sprint goals to quarterly roadmap to ensure smooth transition and iterative approach to create a new working culture among all stakeholders.
- Reviewed and updated different game development project essential documentation templates to answer team needs and ensure agile and impactful development process.
- Facilitated daily and weekly cross-departmental ceremonies promoting a collaborative development process, eliminate blockers and ensure efficient and creative problem solving.

Educational Game Designer

Labster - Copenhagen, Denmark | 2021 - 2022

- Utilized design expertise as part of agile development cycle of 12 virtual 3D gamified experiences, crafting engaging level design and ensuring alignment with learning objectives.
- Facilitated brainstorming and design presentations to align the development team on the experience goals and vision.
- Led game designers' documentation creation project to iterate and optimize game design related documentation and communication.

Producer - "Cai Cai Balão"

DADIU - Copenhagen, Denmark | 2020 - 2021 |



- Coordinated day-to-day project planning and implementation across multiple departments, using agile methodologies to guide the newly built team.
- Led the scoping and pipelines definition process, working closely with cross-functional teams to ensure timely delivery and alignment with project goals.
- facilitated a positive and collaborative atmosphere and communication within the studio with an emphasis on the personal sense of belonging, agency and development.

Senior User Acquisition Manager

Bidalgo (Unity Luna) - Tel Aviv, Israel | 2017 - 2019

- Orchestrated large-scale b2b marketing campaigns for free-to-play mobile games, leveraging expertise in key mobile channels and creative ad creation and mobile game design.
- Managed the design of the "Bidalgo University" project, a comprehensive on-boarding initiative on company culture, best practices, key tools and methodologies.
- Maintained costumer relationships with a large portfolio of APAC mobile gaming companies, fulfilling their needs and goals.
- Collaborated with clients, CSMs product department and support departments to ensure implementation of new features, increase adoption rate and provide meaningful feedback from both my own and clients experience

Educational Experience

M.Sc. Medialogy, Game Development

Aalborg University - Copenhagen, Denmark | 2019 - 2021

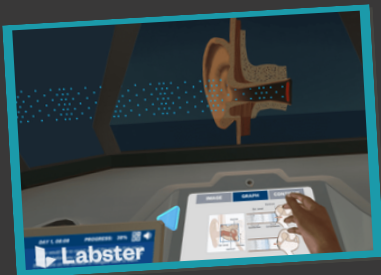
- Developed and designed Games, gamified experiences, and interactive products from brainstorm to fully developed products.
- Collaborated with Tycho Brahe Copenhagen Planetarium to create a educational meaningful gamified experience for young visitors as part of a newly planned exhibition.
- Thesis - "Design principles for collaborative multiplayer interactive narrative games".
- GPA - 92/100

B.A. Visual Communication

Reichman University - Herzliya, Israel | 2014 - 2017

- Developed, designed and executed visual interactive and non interactive experiences and concepts to answer use cases needs and creative expression of involved stakeholders.
- GPA - 90.8/100

PROJECTS



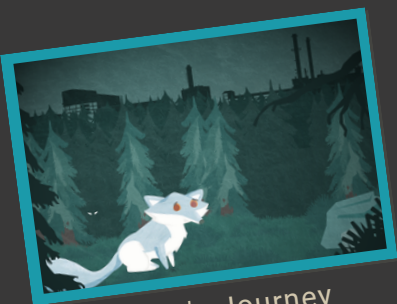
Labster simulations



Cai Cai Balão



Soletter



A Fox's Journey

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