Estrella Huino

Game Designer

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My Portfolio
(972)-54-752-2141
I'm in Linkedin

Creative leader and game designer with 10+ years of experience in casual mobile gaming, specializing in CRM, monetization, and AI-powered design. Combines hands-on design execution with strategic product thinking. Expert in designing characters, assets, and environments using AI tools.

Work experience

Beach Bum

9 years 6 months

Founded by industry leaders, Beach Bum is a casual mobile games company dedicated to board game experiences

Lead Team Designer / CRM & Monitization

Jan. 2021 - Jun. 2026 | 5 years 6 months

- Lead the CRM design team of "Lord of the board" (backgammon) while remaining hands-on across all areas of design production
- Manage a cross-functional team of 5 — designers and technical artists —
- Define design standards and templates for campaigns, monetization flows, and in-game promotions
- Led the adoption of AI tools first within the studio and later across the entire company, establishing new workflows that expanded creative and operational capabilities
- Partner with Product Managers on ideation and strategy for minigames and quests
- Own pipeline management, work review and approval, and quality control across all deliverables
- Work closely with GM, Product, Monetization, CRM, to align design output with business goals
- Drive mentorship, onboarding programs, and professional development for new team members

Gaming Designer / CRM & Monitization

Feb. 2016 - Jan. 2021 | 4 years 11 months

- Design CRM campaigns, monetization templates, and promotional in-game assets
- Built the CRM design function from the ground up, progressively developing more sophisticated campaigns and monetization systems
- Built a reusable asset library for campaigns and monetization that accelerated production and ensured visual consistency
- Plan and execute A/B tests on campaign visuals, offer mechanics, and conversion flows
- Support the launch and early growth of Lord of the Board from day one

Education

Universidad de la empresa

1997 - 2002
MA in Industrial Design
Montevideo, Uruguay

Universidad de la Republica

1997 - 2002
MA in Visual Art
Montevideo, Uruguay

Skills

Design Tools
Adobe Photoshop, Adobe Illustrator

AI Desing Tools
Layer AI, Midjourney, ChatGPT, Gemini, Claude

Project Managmnet
Monday, Slack

Soft Skills
Problem Solving, Cross-Functional Collaboration, Mentoring, Communication, Adaptability

Lenguages

English
Fluent

Hebrew
Fluent

Spanish
Mother tongue

Highlights whit *"Loard of the board "*

- Scaled total gross revenue from $12K to $150K by leading CRM and monetization design strategy across Lord of the Board
- Contributed to establishing Lord of the Board as the world's #1 backgammon app, shaping the CRM and monetization design strategy that drove the game's global dominance.

Playtika | CRM & Monetization Designer in Slotomania

Mar 2016. - Jan. 2017 8 months

Playtika is one of the world's leading mobile gaming companies, specializing in casual social and casino games. Their flagship title, Slotomania, is one of the most downloaded slot game apps globally.

- Plan and design in-app promotions (popups), banners, and email campaigns for mobile and web
- Deliver design assets across Marketing, Retention, and VIP departments
- Collaborate within a cross-functional team to execute campaigns across multiple player touchpoints
- Adapt designs to meet the visual and functional requirements of both mobile and web platforms
- Contribute to retention and monetization initiatives within one of the world's leading mobile gaming companiesers

Eleven Studio | Marketing Web Designer

Feb. 2012 - Dec. 2015 2 years 8 months

- Plan and design landing pages, banners, newsletters, and promotional ads for mobile and web
- Design wireframes and interaction specs for client projects
- Identify client needs, develop concepts, and select the most suitable tools and approach
- Work with clients across Israel and internationally — including fintech, binary options, forex, and tourism companies
- Collaborate with HTML developers and marketing departments for end-to-end delivery

Ampersand | Marketing Web Designer

Dec. 2008 - Dec. 2011 3 years

- Design landing pages and microsites for a range of European clients — primarily in Spain
- Work across industries including real estate, telecom, and cosmetics
- Consult with clients to understand business needs and adapt creative output accordingly