
Creative producer and experience designer working across learning, games and media. I design programs, rule systems and production plans from scratch, and lead the people and partners who bring them to life.

Experience

2023-present

Founder and game designer, Shally Games

- Started a community of board game nights in 2023 and founded a tabletop studio for culturally relevant Arabic games in 2024.
- Designed and launched Sheep & Wolves: The Last Survivor (2024): research, prototypes, playtest rounds, rulebook iterations. 300+ copies sold.
- Hosted 40+ game nights with 10 to 60 players each, mostly in partnership with Hasoub.
- Developed a facilitation method: fast game teaching, structured icebreakers and shared closing games, refined after a player survey.

2024-present

Filmmaking teacher and curriculum developer, Ministry of Education programs (Gefen)

- Wrote Perspective, a project-based filmmaking curriculum, from scratch: learning goals, session sequence, lesson plans, success criteria and tasks.
- Adapted it for elementary (grades 3-6) and secondary school. Both editions were accepted into the Gefen catalog.
- Introduced filmmaking as a new subject at Taha Hussein Elementary School (2024).

2023-2025

Lead media producer and program developer, Mersal Media

- Designed two youth workshop programs (media and communication, community podcasting) for Umm al-Fahm Municipality, coordinated with the municipality and co-led the sessions.
- Produced and edited educational and cultural series reaching thousands of viewers, including a 165-episode series.
- Redesigned the intake process for a media archive of thousands of items and built the registry the team still uses.

Skip to content

2016-present	Producer, editor and translator, Freelance - Produced, edited or crewed on 100+ short films, including festival selections. - Lead producer of Aya (TISFF): 20+ crew, cast, extras and partners including Tel Aviv University and Arara Local Council. Delivered on time and on budget.
2021	Volunteer coordinator, AJEEC-NISPED Coordinated and trained about 15 young volunteers, organized events and built partnerships with other volunteer groups.

Education

2020-2021	Teaching diploma: film studies through PBL, Tel Aviv University
2015-2020	BFA in Film and Television Studies, Tel Aviv University Graduated as a media producer. Final grade 85. Psychometric 724 (733 quantitative).
2012-2014	Filmmaking program, Far Beyond Association with Keshet Media Group

Volunteering

2016-2021	Mentor, translator and volunteer, Tel Aviv International Student Film Festival
2014-2018	Event documentation, Hasoub

Skills

Design	Curriculum design, Project-based learning (PBL), Capability-based evaluation, Game and rule design, Gamification, Playtesting
Delivery	Production management, Process & archive design, Budgets and schedules, Stakeholder coordination, Group facilitation, Community building
Media	Producing, Directing, Editing, Translation and localization
Tools	Adobe Premiere and Photoshop, Google Sheets, ChatGPT, Gemini, Grok, Replit, Base44, Midjourney, Sora, Flow, ElevenLabs, Udio

Languages

Arabic	Native. Mother tongue, and the language of most of my media and community work.
Hebrew	Professional. Yael Hebrew test 145, matriculation 5 units (97), psychometric 724 (733 quantitative).

English

Professional. Psychometric English 141, matriculation 5 units (97).