



Kirill Pilko

MARKETING DESIGNER | MOBILE GAMES

Monetization • LiveOps • ASO • UA • AI-Assisted Workflows

CONTACT

Email: info@pilko-art.com
Phone: +972 53 726 5413
Location: Petah Tikva, Israel
Portfolio: pilko-art.com
LinkedIn: linkedin.com/in/kirill-pilko

CORE EXPERTISE

Monetization & LiveOps Creatives
ASO, Store & UA Assets
CRM Campaigns
Visual Concept Development & Storytelling
2D Compositing, Retouching & Typography
Creative Iteration for A/B Testing
Animation-Ready Asset Preparation
Branding & Art Direction
AI-Assisted Visual Development

PRIMARY TOOLS

Adobe Photoshop • Adobe Illustrator

AI-ASSISTED WORKFLOWS

Prompt-based concept development, visual exploration, image generation, compositing and iterative refinement. Experience with ChatGPT, Gemini, Grok and Layer AI.

LANGUAGES

Russian — Native
English — Working Proficiency
Hebrew — Basic

SUMMARY

Marketing and graphic designer with 5+ years of experience in mobile gaming and 20+ years across visual design. Specialized in monetization, LiveOps, CRM, UA and ASO creatives for bingo, solitaire, real-money and casual mobile games. Strong in visual concept development, storytelling, 2D compositing, retouching, typography and animation-ready asset preparation. Experienced in AI-assisted visual development and cross-functional collaboration in fast-paced game teams.

WORK EXPERIENCE

Marketing Designer | ASO & UA Creatives

Ilyon, part of Miniclip — Casual Mobile Games
Israel | Mar 2026 – Present

- Create store and marketing assets for casual mobile games, including app icons, feature graphics, store screenshots, UA creatives and A/B test variations.
- Develop visual concepts from brief to final delivery, adapting game assets across different art styles while preserving gameplay accuracy and visual consistency.
- Collaborate with Art, ASO, UA, Product and Motion teams across multiple titles, using AI-assisted workflows for concept exploration, asset generation, compositing and final polish.

Marketing Designer | Monetization & LiveOps

GameStory — Bingo, Solitaire & Real-Money Games
Israel | 2021 – 2025

- Created end-to-end visual campaigns for monetization offers, LiveOps events, CRM, UA and social content across multiple game titles.
- Developed concepts, themes and visual narratives for seasonal events, promotional offers, puzzle albums, pop-ups and in-game campaigns.
- Designed static and layered assets prepared for animation, collaborating with Product, Monetization, CRM, Analytics and Motion teams.
- Integrated Layer AI into the production workflow, accelerating concept development and expanding creative variation.

Co-Founder & Art Director

REKA Digital — Creative Studio
Saint Petersburg, Russia | 2007 – 2020

- Led branding, identity, advertising, packaging, print and digital projects from initial concept through final production.
- Combined hands-on design with art direction, client communication and creative team supervision.

Graphic Designer

GRADI / GREAT — Advertising Agencies
Saint Petersburg, Russia | 2002 – 2007

- Created advertising materials, brand identities, print and promotional products, layouts and product photography for clients across multiple industries.

EDUCATION

Master's-Level Degree in Industrial Design

Saint Petersburg Stieglitz State Academy of Art and Design
Saint Petersburg, Russia | 1997 – 2004

Completed a six-year degree program in industrial design, officially recognized in Israel. The curriculum focused on product design, visual communication, composition, drawing, typography, model making, and prototyping, providing a strong foundation in working with form and materials and developing concepts from initial sketches through physical models to final design solutions.