

<u>**Links**</u> <u>in/Avishy-Menashe/</u>

Avishy Menashe
+972 50-325-9000
avishy.menashe@gmail.com

Fullstack Engineering Lead | Game Development & Backend Architecture Expert

Education

2021-2023

ArtFx School of Digital Arts, Montpellir, France

MSc in Video Games. Graduated with honors

Focus: Gameplay, Backend, Graphics Programming and Production. Graduation project (Raiderz) won first place for game design and technological expertise.

2018-2021

Tiltan School of Visual Design and Communication, Haifa, Israel

BSc in Game Design and Development Focus: Gameplay Programming and Production

Extras

- * Teaching assistant, "Tiltan School of Design and Visual Communication".
- * Private tutoring of junior high school students in Video Game Programming.
- * Participation in and
 Coordination of an extracurricular program (Tafik)
 simulating a real-life studio
 and managing 7 crossfunctional junior high school
 students with behavioral and
 social difficulties.
- * **Participation** in a Professional / educational trip to Poland.
- * Participation in 8 Global Game Jams / Local Hackathons.

Languages

English (native), Hebrew (native); Citizenships (USA, Canada & Israel).

Military Service 2015-2018

Full Military Service, Staff Sargent, Israel Defense Force, Tel Nof Airforce Base, "Level A" Yassour helicopter mechanic. Honorably Discharged

Summary

Technology leader with 5+ years of experience as a **full-stack** developer specializing in game development and backend architecture. Led cross-functional teams to deliver full-cycle products with **modern front-end interfaces**, **.NET cloud backends**, **and full-stack infrastructure**. Proven track record in scaling teams, implementing data-driven features, and aligning engineering with business strategy.

A quick learner, self-motivated, and a strong team player who thrives in collaborative environments.

Seeking a senior leadership role (CTO, VP Engineering, or Senior Full-stack Developer) to drive innovation and deliver impactful user experiences.

Work experience

2024-2025 Leia games - VP R&D, Tel Aviv, Israel

- Led and scaled the engineering team, cutting development and delivery time by 50%
- Collaborated with **C-suite** on roadmap, MVP, monetization, and workflows
- Managed hiring: Job description creation, interviews, onboarding, and mentorship
- Architected and shipped a full-stack, multi-game mobile platform using ASP.NET Core 8, Entity Framework Core, and SQL Server (AWS)
- Scaled backend systems to support thousands of concurrent users and APIs handling 30K+ daily requests
- Built competitive systems: **Glicko** matchmaking, tournaments and leaderboards
- Integrated secure payment systems (Nuvei, PayPal v2, TriumphPay) and Web3 rewards (Thirdweb, WalletConnect)
- Built analytics pipelines with Firebase, GameAnalytics, and BigQuery leading to a 29% boost in Day 7 retention
- Owned CI/CD with GitHub Actions and AWS for iOS/Android releases

2020-2024 Clover Bite Studio - Senior Developer & Product Owner, Haifa, Israel

- Led development of multiple original IPs from concept to launch as both product owner & tech lead
- Mentored junior developers and aligned engineering with design/art direction
- Coordinated with **top mobile publishers** (Voodoo, Kwalee, Lion) on builds, KPIs, and features
- Contributed to game pitches and **publisher negotiations**, presenting prototypes and feasibility plans for new projects
- Built core gameplay systems and tools in Unity, including custom editors and content builders for multiple projects

Skills Summary

- Lead global engineering teams, hiring, mentoring, and aligning development with product/design
- Plan roadmaps and budgets, lead technical documentation efforts, and make data-driven product decisions through Firebase, GameAnalytics, and BigQuery
- Ship high-quality, full-stack products across iOS, Android, WebGL, desktop, and consoles delivered to App Store, Google Play, Steam, and GOG
- Architect scalable backend systems with ASP.NET Core (.NET 6/8), SQL, NoSQL, and AWS (Lambda, EC2, S3, RDS, Beanstalk)
- Design full-stack architectures, database schemas, and APIs (C#, C++, EF Core, REST)
- Implement secure server-to-server and redirect-based payment with PayPal (v2),
 Nuvei, and TriumphPay, alongside Web3 systems using Thirdweb and WalletConnect
- Build cross-platform games and apps in Unity & Unreal (VR/AR, 2D/3D, and multiplayer)