Gennadiy studied Computer Science and Computer Graphics at the University of Tel Aviv in Israel, earning a B.Sc degree for which he obtained the ‘excellence prize’ from the faculty. Following his passion for Computer Graphics and Visual Effects, he started working as a hobbyist programmer, designing and developing numerous tools for high-end computer graphics applications such as Autodesk Maya and Autodesk 3ds Max. His skillset attracted attention amongst industry professionals and after gaining widespread acclaim, he was offered a position as a Senior Graphics and Tools Engineer at the Feature Film Animation Studio Animation Lab, where he worked on a motion picture called “The Wild Bunch”.

In the years following his work on feature films, Gennadiy led development teams on various software startup projects. In 2010, Gennadiy Korol and Thomas Mahler founded Moon Studios GmbH and signed a development and distribution deal with Microsoft Game Studios in 2011 for ‘Ori and the Blind Forest’.