RQM

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Professional Summary:

I am a creative professional with extensive experience in UI/UX design, results driven creative marketing design, flowchart design, low to high-fidelity mockups, and promotional branding. Skilled in graphic design and user acquisition marketing design. Proficient in Adobe Creative Suite and Figma. Years of experience collaborating with multidisciplinary teams to achieve project goals.

Key Skills:

- UX/UI Design
- Information Architecture
- Low to High-Fidelity Mockups
- Flowchart Design
- Success Metrics
- User Experience Optimization
- Wireframe Design
- Process Maps
- Concept and Prototype Design
- Graphic Design
- User Acquisition Design
- App Store Optimization
- Branding
- Typography
- Layout and Hierachy
- Color Theory
- Adobe Creative Suite
- Figma

Experience:

Marketing Designer, Creative Services — Blizzard Entertainment — *August 2023 - February 2024*

- Generated promotional branding and user acquisition design content for Warcraft Rumble.
- Produced marketing materials, including social media content, editorial design, and GIFs.
- Collaborated on motion graphics production and game footage capture.
- Ensured consistent visual branding across multiple platforms through stakeholder collaboration.

Senior UI Designer — XY Labs — *January 2022 – April 2022*

- Played a key role in defining and sustaining visual direction of COIN Always Be Earning App: iOS and Android.
- Created conceptual design iterations including high fidelity wireframes and UI design for all aspects of COIN ABE App.

Lead UX/UI Designer & Founder — Hekka Fresh Games — *March 2018 – December 2021*

- Established product vision, directed all aspects of game development from concept to completion.
- Created UX/UI framework, including, information architecture, player engagement, wireframes, flowcharts, and level design, ensuring alignment with strategic goals and user experience objectives.
- Led a team in building the initial prototype, providing direction, interactive UI elements and motion graphics to enhance user experience (UX) design, facilitating the development of several iterations and the final product.
- Led a multidisciplinary team consisting of an engineer, illustrators, and 3rd-party developers, fostering collaboration and innovation to deliver high-quality game experiences.
- Produced creative marketing assets including App Store Optimization (ASO) to promote games such as Space Critters and B27 and Friends Puzzle Arcade, driving user acquisition and engagement through compelling visuals and messaging.

Senior Marketing Artist, Creative Marketing — Pocket Gems — *November 2018 – August 2020*

- Established user engagement strategies for prototype iteration and final design of official Wild Beyond Website, through cross department communication with development team and stakeholders.
- Created information architecture, flowchart, wireframes, interactive prototypes (mobile and web), UI and all art assets provided to development team for construction of official Wild Beyond Website.
- Focused on optimizing user engagement and retention, specializing in App Store Optimization (ASO) design, including screenshots, icon design, user acquisition ads and motion graphics content for War Dragons, Wild Beyond and Episode.
- Ensured consistent brand recognition across platforms and events through the design of corporate promotional branding materials for multiple departments, including townhall presentation slide decks, print brochures and tradeshow decorations.

Senior Marketing Designer
AGS Interactive
April 2015 – September 2018

- Led marketing design and product design efforts, including the recreation of slot machine assets for mobile platforms.
- Executed promotional branding, user acquisition ad design, and ASO screenshot design for Lucky Play Casinos.
- Created spritesheets and designed in-game promotional art assets to enhance user engagement and retention.

Visual Designer
DeNa
January 2015 – April 2015

- Developed user acquisition designs for mobile games, including Transformers Battle Tactics 2 and Blood Brothers 2.
- Designed in-game promotions to improve user engagement and retention for DeNa's mobile gaming products.

Graphic Designer
Credit Karma
August 2014 – October 2014

- Provided high fidelity wireframes including UI design for development team and stakeholders, enhancing user experience and ensuring consistency with brand guidelines.
- Created user acquisition ads for Credit Karma, ensuring user engagement and retention.

Visual Designer, Creative Marketing
Gree, Inc
May 2012 - February 2014

- Created user acquisition ad design, screenshot design, and web design.
- Designed digital marketing assets for products including MLB Full Deck, Kingdom Age, Book of Ashes, Modern War, and War of Nations.
- Formulated print materials, including large prints for walls used inside Gree trade show booths, trade show magazine ad promotions, and poster prints.

Product Designer
CNET Networks - CBS Interactive
(Gamespot.com, TV.com, MP3.com)
June 2005 - March 2012

- Designed visually captivating showcase web pages to promote highly anticipated video game releases, including Fallout New Vegas, Dead Space 2, Gears of War 2, and Mass Effect 2.
- Developed engaging trade show web pages featuring livestreams, reviews, and news for prominent industry events such as GDC and CES.
- Collaborated closely with producers and designers to uphold and enhance design standards both locally and internationally at CBS Interactive.
- Crafted distinctive logos and promotional materials, contributing to increased brand recognition and engagement.
- Designed layouts for music festival and event pages showcased on MP3.com, including SXSW, MTV Awards.
- Utilized studio provided assets for musical artists, games and hit TV Shows to craft unique web pages and promotions for featured entertainment industry content.

Education

- Bachelor of Fine Arts Degree in Computer Arts, emphasis on New Media, Academy of Art University
- UX/UI for gaming, Certification, ELVTR
- Advanced UX/UI Certification, ELVTR

Software

- Adobe Creative Suite
- Photoshop
- Illustrator
- After Effects
- Media Encoder
- Animate
- InDesign
- Figma
- Sketch
- Balsamiq
- Proto.io
- Unity
- Wix