

Randall Montanari

San Francisco, CA

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Professional Summary

Seasoned and strategic Senior Visual Designer with expertise in brand identity, UI/UX design, and multi-platform visuals for web, mobile, and print. Skilled in scalable design systems, user engagement optimization, and interactive media. Experienced in collaborating with leadership, product teams, and cross-functional stakeholders to execute high-impact design strategies. Passionate about crafting user-centered experiences through branding, UI/UX, and visual storytelling. Adept at developing scalable design systems and collaborating across teams to create intuitive, high-impact designs.

Core Skills and Expertise

- Visual Design and Branding – Graphic Design, Typography, Motion Graphics, Digital & Print Assets, Color Theory.
- UI/UX Design – Wireframing, Prototyping, User Flows, Information Architecture, Interactive Design, High-Fidelity Mockups, UI Components and Mobile UX.
- User Engagement Optimization – Data-driven design, A/B testing.
- Marketing & Growth – ASO, User Acquisition, High-Performing Ad Creatives.
- Interactive Media and Motion Graphics – Dynamic content creation for digital experiences, interactive prototyping, motion design, and animation.
- Cross-Functional Collaboration – Proven ability to collaborate with high-level stakeholders, product, engineering, and marketing teams.
- Technical Tools: Adobe Creative Suite (Photoshop, Illustrator, After Effects), Figma, Sketch.

Professional Experience

Marketing Designer, Creative Services

Blizzard Entertainment | August 2023 – February 2024

- Developed and produced promotional branding materials and user acquisition assets for *Warcraft Rumble*, optimizing engagement and conversion rates.
- Designed brand-driven marketing visuals for *Warcraft Rumble*, by collaborating with marketing and product teams, ensuring consistency across digital platforms.
- Created marketing materials, including social media content, editorial designs, and GIFs, to enhance brand visibility and audience engagement.
- Collaborated on motion graphics production and game footage capture to support marketing campaigns and in-game promotions.
- Maintained consistent visual branding across multiple platforms through cross-functional stakeholder collaboration.

Senior UI Designer

XY Labs | January 2022 – April 2022

- Created scalable UI/UX interfaces and prototype frameworks to streamline user experience.
- Designed data-driven UX flows and dashboards to enhance usability, engagement, and user navigation..
- Collaborated cross-functionally with stakeholders and product leads to optimize UI/UX designs, ensuring seamless integration and functionality.

Lead UX/UI Designer | Founder

Hekka Fresh Games | March 2018 – December 2021

- Developed a comprehensive UX/UI framework, including information architecture, player engagement strategies, wireframes, flowcharts, and level design, ensuring alignment with strategic goals and user experience objectives.
- Defined the product vision and led all phases of game development, from initial concept to App Store launch, including post-launch updates and creative marketing strategies to maximize user retention and engagement.
- Directed the development of the initial prototype, provided interactive UI elements and motion graphics to enhance user experience (UX) design, while driving multiple iterations toward the final product.
- Managed a multidisciplinary team, including engineers, illustrators, and third-party developers, fostering cross-functional collaboration and innovation to deliver high-quality gaming experiences.
- Designed and produced creative marketing assets, including App Store Optimization (ASO) strategies, to promote *Space Critters*, driving user acquisition, engagement, and conversion rates through compelling visuals and targeted messaging.

Senior Marketing Artist

Pocket Gems | November 2018 – August 2020

- Designed branding assets, UI components, and in-game visuals for mobile and web.
- Developed and optimized App Store Optimization (ASO) content and user acquisition ads, boosting click-through rates (CTR) and conversion rates (CVR) through data-driven design and A/B testing. (Wild Beyond, War Dragons)
- Designed UX/UI frameworks, wireframes, interactive prototypes, and all art assets for the official Wild Beyond website.
- Designed corporate promotional branding materials for print, including community events, print brochures, giveaway swag, and town hall meeting slide decks.

Senior Marketing Designer

AGS Interactive | April 2015 – September 2018

- Led marketing and product design initiatives, including redesigning slot machine assets for mobile platforms to enhance user experience.
- Developed promotional branding, user acquisition ad creatives, and ASO-optimized App Store screenshots for Lucky Play Casinos, improving conversion rates.
- Designed spritesheets and in-game promotional assets to boost user engagement and retention through visually compelling content.

Visual Designer

DeNA | January 2015 – April 2015

- Designed digital marketing materials, UI elements, and branded content to enhance user engagement and brand consistency.
- Partnered with product and marketing teams to develop and optimize in-game promotional designs, improving user acquisition and retention.
- Created cross-platform design assets for web and mobile, ensuring seamless visual experiences across multiple devices and interfaces.

Visual Designer

Credit Karma | August 2014 – October 2014

- Designed marketing visuals, social media assets, and brand materials for fintech products, ensuring brand consistency and user engagement.
- Developed data-driven ad creatives and user engagement strategies to drive member acquisition and conversion rates.
- Collaborated cross-functionally with growth marketing and brand teams to align design efforts with business objectives.
- Delivered high-fidelity wireframes and UI designs for the development team and stakeholders, enhancing user experience and maintaining consistency with brand guidelines.
- Created user acquisition ads for Credit Karma, optimizing engagement and retention through targeted design solutions.

Visual Designer, Creative Marketing

Gree International | May 2012 - February 2014

- Developed and optimized App Store Optimization (ASO) content and user acquisition ads, boosting click-through rates (CTR) and conversion rates (CVR) through data-driven design and A/B testing.
- Designed digital marketing assets for high-profile products, including *MLB Full Deck*, *Kingdom Age*, *Book of Ashes*, *Modern War*, and *War of Nations*, enhancing engagement and brand visibility.
- Produced trade show marketing materials, including large-format booth prints, magazine ad promotions, and poster prints, strengthening event branding and outreach.

Product Designer

CBS Interactive / CNET Networks | Jun 2005 – Mar 2012

- Designed brand materials, large-scale event graphics, and digital ad campaigns for *GameSpot.com*, *TV.com*, and *MP3.com*, enhancing brand visibility and engagement.
- Created marketing collateral and promotional assets for major industry events, including *CES*, *GDC*, and *SXSW*, ensuring impactful event branding.
- Maintained brand consistency across web, print, and social media, aligning designs with corporate identity and audience expectations.
- Collaborated with producers and designers to uphold and enhance design standards at CBS Interactive, ensuring high-quality execution across global markets.
- Developed distinctive logos and promotional materials, contributing to increased brand recognition and audience engagement.
- Designed layouts for music festival and event pages on *MP3.com*, featuring high-profile events such as *SXSW* and the *MTV Awards*.
- Utilized studio-provided assets to create compelling web pages and promotions for video games, musical artists, and hit TV shows, driving audience interaction and content engagement.

Website Designer

Netopia | Mar 2004 – Nov 2004

- Developed, designed, and launched 2–3 websites daily for small business clients through SBC Communications Inc.
- Ensured high-quality user experience (UX) based on client needs, including brand consistency across multiple industries.

Education and Certifications

- Bachelor of Fine Arts in Computer Arts (New Media), Academy of Art University.
- Advanced UX/UI Certification, ELVTR.
- UX/UI Certification, ELVTR.

Tools and Software (expanded)

- Adobe Creative Suite – Photoshop, Illustrator, After Effects, Media Encoder, Animate, InDesign
- UI/UX & Prototyping – Figma, Sketch, Balsamiq, Proto.io
- Web & Game Design – Wix, Unity

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