



## JON ASAOKA • GRAPHIC DESIGNER

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### COMPUTER APPLICATIONS

Photoshop, Illustrator, InDesign, AfterEffects, DreamWeaver, Flash, Premiere, QuarkXpress, HTML, CSS, Actionscript, Microsoft Word, Powerpoint, Excel, Entourage, Outlook, Final Cut Pro, JIRA, Keynote and Agile

### PROFESSIONAL EXPERIENCE

**2k Games** 04.21.20- Present

#### **Senior Designer/Video Editor**

- Responsibilities include the creation of high-end UA static/video art assets for marketing purposes, as well as concepting ideas from start of production to finish.
- Involved in the concept and creation of CRM interstitials, and email design.
- Work closely with UA and Product management team to determine best practices on creative as well as future keyart creative to explore KPI performance and CTR installs.
- Helped in the implementation and design of ASO screens for iOS and Google Play appstore.
- Created video capture for user acquisition ads, and social media, as well as video editing

**Scopely** 10.2016 - 04.16.20

#### **Senior Marketing Designer**

- Worked closely with the content management team to create video and static ads for user acquisition and retention.
- Duties included working on digital online ads for companies such as Google Play, Apple Appstore, Adnetwork, and others.
- Helped with maintenance of company website, and accompanying game sites related to Scopely.
- Assisted in the creation and organization of photo/video shoots for our marketing assets.
- Created assets for internal projects and proposals for Powerpoint and Keynote.

**PLAYTIKA** 08.2013 - 7.2016

#### **Lead Production Designer**

- Responsible for creating promotion emails, newsletters, and in game promotional assets, using both HTML and CSS
- Oversaw creative management of the marketing design team, and guidance in the direction of the layout design
- Coordinated with the acquisition and retention team with promotional ads, Facebook banners, print promotions, and other miscellaneous materials for our partnerships with our products
- Our social game, Bingo Blitz, has generated more than 2 million daily active users, and is the largest social Bingo game in the world. Our marketing design team has increased CTRs on email campaigns by 5% from 2014 to present

**NEXON AMERICA CORPORATION** 02.2013 - 05.2013

#### **Web Designer (Contractor)**

- Responsible for creating web banners, landing pages, and newsletters, and microsites for such titles as Maple Story, Atlantica, Combat Arms, and Vindictus
- Assisted in the design of website to coincide with the launch of the online game called Deth Bath
- Designed print marketing materials for the advertisement of company game Navy Field 2

**DISNEY INTERACTIVE MEDIA GROUP** 07.2010 - 11.2012

#### **Graphic Designer**

- Responsible for managing asset libraries and working files, designing movie title pages, email blasts and web banners as a Contract Designer for Disney Movies Online, the department that focuses on streaming digital movies
- Develop unique new media experiences designed specifically for Internet and mobile media via new content platforms.
- Personally managed third party vendors exclusively for design needs for the group consisting of approximately 25 resources, maintaining effective communications to optimize performance.

## EDUCATION / COMPETENCIES

**Bachelor of Arts Degree in Art, California State University - Northridge**

Motion Graphics - University of California at Los Angeles Extension

- Creative Print / Digital Design
- Project Management / Deliverables
- Cross-Functional Collaboration
- Consistency / Accuracy in Content
- Maximizing User Response / ROI
- Freelance / Contract Experience

## ACCOMPLISHMENTS

- Consistently designing high end visual graphics for top notch companies.
- Knowledge in web and print-based graphics in front end development and concept design.
- Proven track record of finishing projects on time on tight deadlines
- Finding innovative solutions to a tremendous array of clients with different needs, and different demographics.
- Versatility in skillset, from web, print, motion graphics, flash animation, and illustration.
- The ability to work and troubleshoot in both Mac and PC platforms.
- CSS and working knowledge of CSS3. HTML and working knowledge of HTML5