



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 conceiving 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
- Motion Graphics - University of California at Los Angeles Extension
- Consistency / Accuracy in Content
- Project Management / Deliverables
- Maximizing User Response / ROI
- Cross-Functional Collaboration
- 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