



JEFFREY LIU

GRAPHIC DESIGNER

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Profile

- 10+ years of experience within the Gaming Industry
- 10+ years of UA Marketing Design
- Goal-oriented, highly motivated and passionate in gaining new skills and opportunities in design or out of design
- Versatile and energetic in learning new tools quickly

Skills

UA Creatives
Video Editing
Marketing Design
Visual Design
ASO Design
Social Media Design
Mobile Design
Motion Graphics
Print Design
Storyboarding
Wireframing
Branding
Typography

Software

Adobe Photoshop
Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe Premiere
Unity
Figma
Google Workspace
Microsoft Office
Asana
JIRA
Confluence

Education

The Art Institute of California -
San Francisco, San Francisco, CA
Bachelor of Science - Graphic Design
Graduated December 2010

Experience

Blizzard Entertainment, Inc. – Graphic Designer & Capture Artist (Contract)

Remote · San Francisco, CA & Hybrid · Irvine, CA | October 2023- Current

- Creating digital content for social, *Battle.net* store, and *World of Warcraft*'s website
- Capturing new in-game features such as gear, mounts, pets, and environment zones
- Organizing and improving workflows by creating new templates and documentation

Kabam, Inc. – Associate Video Editor

San Francisco, CA | January 2020 - May 2023

- Created video marketing creatives for *Marvel Contest of Champions*, *Shop Titans*, *Disney Mirrorverse*, and other mobile game IPs
- Produced static marketing creatives for *Marvel Contest of Champions*, *Shop Titan*, *Disney Mirrorverse*, and *King Arthur: Legends Rise*
- Provided ASO assets for the AppStore, Google Play, and Steam
- Captured game footage in Unity for *Shop Titans*
- Presented monthly industry trends and competitive analysis

Senior Graphic Designer (Contract)

San Francisco, CA | June 2019 - December 2019

- Supported the Community Team with social media static and video assets for *Shop Titans*
- Assisted with App Store and Google Play screenshots for *Shop Titans*

Tencent Holdings Ltd. – Marketing Graphic Designer

Palo Alto, CA | April 2017 - March 2019

- Produced video marketing creatives for *Arena of Valor* & *PUBG Mobile*
- Provided creatives for *Arena of Valor* & *PUBG Mobile*'s social media networks
- Created promotional creatives for *Arena of Valor*'s eSports
- Designed App Store and Google Play screenshot assets for *Arena of Valor*
- Produced App Store icons for *Arena of Valor*

Storm8, Inc. – Graphic Designer

Redwood City, CA | December 2012 - February 2017

- Designed marketing creatives for multiple game titles
- Created cross-promotions icons & banners
- Designed in-game announcements for multiple live game titles
- Provided branding assets for social media networks
- Created graphics and provided design support for *Storm8.com*
- Produced UI visual designs for *Loop 1.0*, a messaging application
- Assisted in creating PowerPoint slides for *GDC 2013*
- Created *GDC 2015* promotional items
- Designed internal promotional items

6Waves, Inc. – Graphic Designer

San Francisco, CA | August 2011 - September 2012

- Designed Facebook marketing creatives
- Created mobile marketing creatives and app icons
- Redesigned the logo for *WaveX*, a cross-promotion platform
- Designed in-game announcements and UI assets for *Ravenskye City*
- Provided branding assets for social media networks
- Produced company merchandise

Ginger Labs, Inc. – UI/Graphic Designer

Palo Alto, CA | March 2011 - October 2011

- Assisted in visual UI designs for the iPad application *Notability*
- Produced App Store screenshots
- Redesigned the App Store icon
- Designed company business cards
- Created company T-shirts

OpenFeint, Inc. – Graphic Design Intern

Burlingame, CA | March 2011 - May 2011

- Prepared development files for partnered mobile games
- Created assets for social media networks
- Collaborated with the design team on marketing campaigns