



# 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 marketing assets for social, *Battle.net*, and *World of Warcraft*'s website
- Capturing new in-game features such as gear, mounts, pets, and environment zones
- Maintaining Brand Style Guides
- Organizing and improving workflows by creating new templates and documentation
- Collaborating with colleagues by creating internal PowerPoints and events
- Assisting with onboarding new hires
- Reviewed new hire candidates and provided notes
- Authored and maintained new hire documentation and processes

### 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