



JEFFREY LIU

GRAPHIC DESIGNER

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Experience

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

Remote · San Francisco, CA & Hybrid · Irvine, CA | October 2023–December 2025, April 2026–Current

- Created live-ops marketing assets for *World of Warcraft*'s in-game store, *Battle.net* store, *Battle.net* desktop application, paid advertising media, CRM and websites
- Conceptualized, collaborated and developed creative designs for *World of Warcraft*'s social media networks that helped achieve an overall 17% increase in user engagement
- Contributed to the creation of *Trader's Gilded Brutosaur* mount marketing assets, generating over an estimated \$16 million in revenue
- Captured new in-game features such as gear, mounts, pets, and environment zones
- Maintained and updated *World of Warcraft* brand style guides
- Identified areas of improvement and implemented improved workflows by creating new design templates, server folder restructures, standardized naming conventions, and documentation, resulting in a 10% increase in productivity
- Collaborated with leadership by creating internal PowerPoints and event materials
- Undertook managerial tasks with reviewing new hire candidates, providing notes to leadership, and onboarding new hires
- Authored and maintained new hire documentation and processes

Kabam, Inc. – Associate Video Editor

San Francisco, CA | January 2020–May 2023

- Created video advertising creatives for *Marvel Contest of Champions*, *Shop Titans*, *Marvel Realm of Champions*, and *Disney Mirrorverse*
- Increased KPIs for *Marvel Contest of Champions* with the series production of video creatives titled *Fighting Game* by 33%
- Produced static advertising creatives for *Marvel Contest of Champions*, *Shop Titan*, *Disney Mirrorverse*, and *King Arthur: Legends Rise*
- Collaborated on ASO improvements for *Marvel Contest of Champions*, leading to an 8% increase in organic downloads on the App Store and Google Play
- Captured in-game footage within Unity for *Shop Titans* and *Disney Mirrorverse*,
- Presented monthly researched industry trends and competitive statistic analysis with ideas to explore different avenues of increasing UA performances

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*, leading to an increased engagement by 10%
- 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*, for the NA market, leading to a 7% increase in install rate
- 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 User Acquisition advertisements for multiple game titles
- Created cross-promotions icons & banners
- Designed in-game announcements for multiple live game titles
- Provided branding and media 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* printed promotional items
- Designed internal printed promotional merchandise

6Waves, Inc. – Graphic Designer

San Francisco, CA | August 2011–September 2012

- Designed Facebook advertisement creatives
- Created mobile marketing creatives and app icons
- Orchestrated the rebranding of WaveX, a cross-promotion advertising platform

Profile

- 10+ years of experience creating various creative media assets
- 10+ years of User Acquisition Growth Marketing Design
- Target-driven, highly motivated and passionate in gaining new skills and opportunities within or outside of the realm 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
Branding
Typography
Wireframing

Software

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

Education

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