



LISA ZHANG OU

## /EXPERIENCE

### **DESIGNER @BLIZZARD** 2024.02 - NOW

- Developing UA best practices, strategizing how to iterate and improve upon high performing creatives and compiling resources into deck for creative services team
- Collaborating and iterating upon logo designs for Hearthstone expansions
- Animating motion graphics for expansion Zoom/video call backgrounds utilizing key & card art
- Executing social, Battlenet, blog, and first party graphics for World of Warcraft & Hearthstone

### **MARKETING DESIGNER @PHOENIX LABS** 2022.04 - 2023.11

- Collaborated with an international team to develop marketing creatives for Garena Free Fire, executing numerous campaigns including the 5th Anniversary celebration with Justin Bieber
- Led design efforts on marketing campaigns for Fae Farm (murals, PAX, OOH posters, etc)
- Designed, prepared, and oversaw Nintendo Switch packaging for NOA (US, CAN, MEX) and NOE (9 versions/languages)
- Developed and streamlined project pipeline for animating in game cut scenes and contributed extensive motion graphics support on all videos
- Managed junior designer and provided mentorship, guidance, and oversight
- Art directed merchandise (thumbgrips, keycaps, etc), DLC promotional key art and logo design
- Maintained brand quality by providing clear and timely feedback and direction to agencies generating creatives for UA campaigns

### **SENIOR LEAD VISUAL DESIGNER @DENA CORP** 2019.03 - 2022.03

- Coordinated internal and external teams to localize and develop original creatives for Pokémon Masters, Attack on Titan TACTICS, Dragon Quest: The Adventure of Dai & Pococha
- Optimized creative production pipelines via asset library development, standardization of best practices (with research and A/B testing), and clarification of expectations, timelines, and scope
- Balanced adherence to IP holder guidelines and restrictions while negotiating creative liberties to create successful campaigns and channels
- Produced video and static ads for recurring UA for seasonal events for games and apps, as well as designed website takeover skins & convention swag (pins, backdrops, postcards, etc)
- Managed freelance designers and sourced RFPs for one-off projects
- Developed decks as best practice guidelines for collaborators such as livestreamers, broadcasters, and agencies
- Collaborated with domestic and international teams via Miro, Notion, JIRA, and Confluence to achieve shared goals and team OKR's

### **DESIGNER @INSYNC PLUS** 2018.10 - 2019.02

- Worked on tight timelines to create digital banners in a variety of ad specs for Amazon's "A Very British Scandal," Marvel's "Captain Marvel," and more
- Developed social creatives and motion graphics for Netflix (Sabrina, Aggretsuko, Castlevania)
- Created campaign proposal decks for "Ford v Ferrari" and "Once Upon a Time In Hollywood"

### **LEAD VISUAL DESIGNER @ITWENTYFOUR** 2017.09 - 2018.09

- Developed key art for Alien Descent VR Experience and Planet Gold Rush by leading creative process from concept art to execution
- Executed multiple logo rebranding projects and marketing campaigns
- Developed brand guidelines and stayed true to other company's brand guidelines
- Worked with and developed social creatives (static, motion, livestream overlays) for AMD, Netflix, Fox, Dell, Pure Imagination, Truly Social Games, Zumba, and more
- Created large format displays and physical print materials for events, conventions/trade shows

### **GRAPHIC DESIGNER @NETMARBLE US** 2016.04 - 2017.08

- Created hundreds of social media graphics for Netmarble games including: Marvel Future Fight, Evilbane, Disney Magical Dice, ChronoBlade, and Seven Knights
- Produced app store marketing screenshots as well as UA campaign assets
- Storyboarded game teaser trailers, animatics as references for marketing agencies
- Created concept art redesigns and paintovers as guidelines for global market

### **ARTIST & COMMUNITY MANAGER @TAPAS MEDIA** 2014.07 - 2015.06

- Shaped company brand by designing and illustrating comics and key art for the platform
- Organized and managed promotional events for app launch and download campaigns
- Recruited and communicated with artists using the platform to organize community events

## /EDUCATION

### **STUDIO ARTS LA** 2018

- Vectorworks and Adobe InDesign

### **CONCEPT DESIGN ACADEMY** 2013-2014, 2018

- Visual Communication, Figure Drawing, Cinematic Storyboarding, Composition for Visual Storytellers

### **UC BERKELEY** 2009 - 2013

- Bachelors of Science in Environmental Economics and Policy



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