

LISA ZHANG OU

EXPERIENCE

CONTENT DESIGNER @BLIZZARD

2024.02 - 2025.12

- Adapted key art and card illustrations through compositing and paintovers to produce multi-channel marketing creatives (Battle.net, blog, social, first-party Apple & Google) for *World of Warcraft* and *Hearthstone* live ops campaigns
- Developed UA best-practice guidelines to iterate and scale high-performing creatives and documentation decks to share knowledge with stakeholders and rest of creative services team
- Collaborated on expansion logo design and custom influencer Creator Kits, including bespoke merchandise and packaging (slippers, pajamas, boxes, pins, print goods)
- Animated looping motion graphics for expansion launches utilizing key & card art assets

MARKETING DESIGNER @PHOENIX LABS

2022.04 - 2023.11

- Led marketing design for *Fae Farm* launch campaign, including experiential booth design, brand partnerships (Sunright Tea Studio), OOH advertising, and retail activations (Nintendo NY)
- Designed & delivered Nintendo Switch print packaging mechanicals for NOA (US, CAN, MEX) and NOE (9 localized versions)
- Built and streamlined motion pipeline for in-game cutscenes; provided motion graphics support across video marketing assets
- Managed and mentored a junior designer; provided art direction and production oversight
- Art directed merchandise (thumbgrips, keycaps, etc), DLC promotional key art and logo design
- Directed external agencies producing UA creatives; maintained brand consistency through structured feedback and review cycles
- Partnered with international teams on campaigns for Garena *Free Fire*, including the 5th Anniversary collaboration with Justin Bieber

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*
- Scaled creative production through asset library systems, A/B-tested best practices, and standardized workflows
- Navigated IP holder guidelines while negotiating creative flexibility to maximize campaign performance
- 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
- Authored best-practice decks for livestreamers, broadcasters, and agencies to ensure brand alignment
- Collaborated with domestic and international teams via Miro, Notion, JIRA, and Confluence to achieve OKR's

GRAPHIC DESIGNER @INSYNC PLUS

2018.10 - 2019.02

- Produced digital banner size runs in a variety of ad specs (website takeovers, digital ad buys) 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 @1TWENTYFOUR

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 high-volume social media and UA campaign assets for multiple mobile game titles including: *Marvel Future Fight*, *Evilbane*, *Disney Magical Dice*, *ChronoBlade*, and *Seven Knights*
- Designed app store marketing screenshots and promotional materials
- Storyboarded game teaser trailers, animatics
- Created concept art redesigns and paintovers as guidelines for global market

ARTIST & COMMUNITY MANAGER @TAPAS MEDIA

2014.07 - 2015.06

- Illustrated comics and key art contributing to early brand identity
- Organized promotional events supporting app launch campaigns
- Built and managed artist community engagement initiatives

EDUCATION

STUDIO ARTS LA

2018

- Vectorworks, 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

SKILLS INCLUDE:

- Adobe Creative Cloud
 - Ps
 - Ae
 - Pr
 - Id
 - Ai
- Brand Style Guides
- Keyart
- Illustration
- Logo Design
- Motion Graphics
- Physical Goods
- Presentation Decks
- Production Size Runs
- Video Editing

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