



LISA ZHANG OU

SKILLS

Design:

- Visual Design, Marketing Design, Brand Design, Key Art, Illustration, Logo Design

Motion:

- Motion Graphics, Animation, Video Editing

Marketing:

- User Acquisition (UA), A/B Testing, Campaign Development, OOH, Retail Marketing

Tools:

- Adobe Photoshop, Illustrator, After Effects, InDesign, Figma

Production:

- Print Production, Packaging Design, Asset Pipelines

Collaboration:

- JIRA, Confluence, Notion, Miro

CORE COMPETENCIES

Live Operations (Live Ops) Creative, Performance Marketing, User Acquisition (UA), Cross-Platform Social Media, Creative Production & Asset Scaling, Key Art Development, Motion Graphics & Animation, Integrated Campaign Design, Brand Systems & Visual Identity, A/B Testing & Optimization, Packaging Design, Creative Direction, Cross-Functional Collaboration

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SENIOR GRAPHIC DESIGNER

MARKETING & CONTENT CREATIVE SPECIALIST

CONTENT DESIGNER BLIZZARD ENTERTAINMENT

FEB 2024 - DEC 2025

- Adapted key art & card illustrations via compositing and paintovers to generate Battlenet, blog, social, & first party marketing creative size runs for *World of Warcraft* & *Hearthstone* live ops
- Developed UA best practice strategies for iterating & improving upon high performing creatives. Compiled resources into documentation decks for stakeholders & creative services team
- Collaborated on logo designs for *Hearthstone* expansions & custom influencer 'Creator Kits' with bespoke merchandise (slippers, pajamas, boxes, pins, print goods) for expansion launches
- Animated looping motion graphics for expansions utilizing key & card art illustrations

MARKETING DESIGNER PHOENIX LABS

2022 - 2023

- Led marketing campaigns for *Fae Farm* (experiential, OOH, retail, partnerships)
- Designed and delivered Nintendo Switch packaging (NOA: US, CAN, MEX; NOE: 9 additional languages)
- Built and streamlined motion pipelines for in-game cutscenes and supported video marketing with motion graphics for community social, lower thirds, endslates
- Art directed UA creatives, merchandise, and DLC campaigns
- Managed junior designer and external agencies; ensured brand consistency
- Collaborated on global marketing campaigns for *Garena Free Fire*, supporting large-scale audience reach and engagement with Justin Bieber partnership

SENIOR LEAD VISUAL DESIGNER DENA CORP

2019 - 2022

- Led marketing and UA creative for *Pokémon Masters*, *Attack on Titan*, *Dragon Quest*
- Scaled asset production via pipelines, asset libraries, and A/B testing
- Produced high-volume UA ads (video, static), event campaigns, and web assets
- Managed freelancers, vendors, and RFPs for creative production
- Developed brand guidelines and best-practice documentation for partners
- Collaborated with cross-functional global teams to deliver localized marketing campaigns, ensuring brand consistency and performance optimization

GRAPHIC DESIGNER INSYNC PLUS

2018 - 2019

- 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 & motion creatives for *Netflix (Sabrina, Aggretsuko, Castlevania)*
- Created campaign proposal decks for *Ford v Ferrari*, *Once Upon a Time In Hollywood*

LEAD VISUAL DESIGNER 1TWENTYFOUR

2017 - 2018

- Led end-to-end development of key art for *Alien Descent* VR Experience, from concept art through final execution
- Delivered logo rebrands, marketing campaigns, and brand guideline systems across multiple clients
- Designed multi-format marketing assets including social (static/motion), livestream overlays, and large-scale event displays for *AMD*, *Zumba*, and *Dell*

GRAPHIC DESIGNER NETMARBLE US

2016 - 2017

- Produced high-volume social and user acquisition (UA) creatives for major mobile game titles including: *Marvel Future Fight*, *Evilbane*, *Disney Magical Dice*, *ChronoBlade*, and *Seven Knights*
- Designed app store assets and marketing visuals to support game launches and live operational campaigns
- Created storyboards and concept paintovers to guide global teams and external marketing partners

ARTIST & COMMUNITY MANAGER TAPAS MEDIA

2014 - 2015

- Contributed to early brand identity through illustration, comics, and key art
- Organized promotional events to support app launches and user growth
- Built and managed artist community engagement through grassroots outreach and coordinated campaigns

EDUCATION

STUDIO ARTS LA

2018

- Vectorworks, Adobe InDesign

CONCEPT DESIGN ACADEMY

2013 - 2018

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

UC BERKELEY

2009 - 2013

- Bachelors of Science in Environmental Economics