

LISA ZHANG OU



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EXPERIENCE

CONTENT DESIGNER @BLIZZARD

2024.02 - 2025.12

- 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

MARKETING DESIGNER @PHOENIX LABS

2022.04 - 2023.11

- Led design efforts on marketing campaigns for *Fae Farm* (experiential booth design, *Sunright Tea Studio* brand partnership, OOH advertising, *Nintendo NY* store print peripherals)
- Designed, prepared, and oversaw *Nintendo Switch* print packaging mechanicals 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 managed direction to agencies generating creatives for UA campaigns
- Collaborated with international team to develop marketing creatives for Garena *Free Fire*, executing numerous campaigns including the 5th Anniversary celebration 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 & Pococho*
- 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 OKRs

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 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