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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 & Pochocha**
- 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

- 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