

# LISA ZHANG OU



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## EXPERIENCE

### CONTENT DESIGNER @BLIZZARD

2024.02 - 2026.02

- 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
- Executed Battlenet, blog, social, and first party marketing creative size runs for World of Warcraft & Hearthstone live ops

### MARKETING DESIGNER @PHOENIX LABS

2022.04 - 2023.11

- Collaborated with 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 (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

### SENIOR LEAD VISUAL DESIGNER @DENA CORP

2019.03 - 2022.03

- Coordinated internal and external teams to localize and develop original creatives for Pok  mon 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 OKRs

### 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 @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