

Lauren Harris

laurenharrisart.com

## Digital Artist & Graphic Designer

[laurenharris391@gmail.com](mailto:laurenharris391@gmail.com) / (408) 876-9631

Creative professional with 5 years experience seeking a role as a Digital Artist & Graphic Designer in a fast-paced, growing company. No stranger to tight deadlines and multitasking. Enthusiastic, detail-oriented, creative, & adept at problem solving. Comfortable iterating feedback from an Art Director. A strong self-manager who also works well in a collaborative environment.

### SKILLS & SOFTWARE

Animation, design, vector illustration, painting, typography, HTML5.

Expert with Adobe Creative Cloud Suite (Photoshop, After Effects, Illustrator).

Animation skills include After Effects timeline, Photoshop timeline, Puppet and Parallax effects.

Microsoft Windows and Mac OS, Microsoft Office, Wacom and Cintiq Tablets. Proficient with JIRA and Wrike project tracking.

### EXPERIENCE

#### **Product Madness** - *Lead Marketing Artist for Cashman Casino App*

AUGUST 2018 - AUGUST 2019

- Ensured brand consistency and a high standard of quality for all marketing creatives.
- Composed promotional videos and marketing creatives for multiple games on the Cashman Casino app.
- Delegated tasks and provided art direction to third party artists in the Ukraine on a weekly basis to create more bandwidth for the San Francisco team.
- Worked with the User Acquisition team to coordinate testing efforts and incorporate research results into content efforts.
- Designed storefronts for app store optimization (ASO) on our Google Play and App Store landing pages.
- Created holiday storefront designs for Google Play which resulted in increased organic browse installs by 26% versus the previous non featuring period.

#### **Machine Zone** - *Marketing Artist & Graphic Designer*

SEPT 2015 - APRIL 2018

- Created animated and static ads for MZ's top grossing mobile games: *Game of War* and *Mobile Strike*, as well as *Final Fantasy XV: A New Empire*.
- Composed animated and static ads for Cognant (MZ's in-house marketing agency) clients, such as Yahoo! Mail, Design Home, AnchorFree, Mercari, MasterClass, and *Call of War*. Carefully implemented and extended existing style guides from these external clients.
- Designed assets for app store optimization (ASO) on Google Play and App Store landing pages.
- Concepted and illustrated characters for themed marketing campaigns that were featured in Japan.
- Brainstormed with the team to come up with creative and original concepts for ads.
- Produced mass exports and localizations for up to 14 languages for various ad partners.
- Supported other artists on the team by providing templated FX animation.

### EDUCATION

#### **The Art Institute of California - San Francisco** - *Bachelor of Science in Media Arts and Animation*

2013

Focused on Flash animation and illustration