

# Eli Rosen

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[elirosenart.com](http://elirosenart.com)

## EDUCATION

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*BFA Degree in Art: Animation/Illustration*  
San Jose State University

August 2007 – May 2013

## PROFESSIONAL EXPERIENCE

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### **Senior Designer – AppLovin, San Francisco, CA**

December 2020 – Present

- Digital Artist who oversees creative production for a variety of mobile game titles
- Conceptualizes and executes Video, Graphic, and Playable marketing creatives
- Provides creative feedback and direction for junior artists on the team, as well as outsourcing

### **Designer – AppLovin, San Francisco, CA**

June 2018 – December 2020

- Digital Artist who created marketing material for a large variety of independent mobile games
- Developed video and graphic advertisements in collaboration with project stakeholders

### **Lead 2D Marketing Artist – Machine Zone – Palo Alto, CA**

April 2017 – April 2018

- Supervised a team of several artists, while working directly on internal projects
- Provided feedback and advice for other artists, and helped ensure that all work met approval standards
- Reported directly to the Art Director for high-level direction and guidance

### **Senior 2D Marketing Artist – Machine Zone – Palo Alto, CA**

October 2016 – April 2017

- Digital Artist that handled a higher level of responsibility within Marketing Art
- Spearheaded larger projects and delegated assignments to teams of artists when necessary
- Served as an example of work ethic, skill, and company culture to junior team members

### **Marketing Artist – Machine Zone – Palo Alto, CA**

June 2014 – October 2016

- Digital Artist tasked with creating Illustrations and Advertisements for intellectual property
- Collaborated with teammates to deliver projects efficiently and of the highest possible quality

### **Junior Artist – GhostBot – Daly City, CA**

September 2013 – June 2014

- 2D Flash Artist for Animation Backgrounds, Environment Design, and Production Assets
- Worked closely with Art Directors to achieve high quality production material
- Followed style guides of individual projects while being confident in making creative choices

## PROJECTS

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### **“Toy Story of Terror: Combat Carl Vintage PSA” – Pixar**

- Background Painting and Cleanup
- 2D Background / Prop animation assets

### **“Emily the Strange: Calling All Guitars” – Rob Reger**

- Concept Art for Environments and Props
- 2D Background / Prop animation assets

## EDUCATIONAL EXPERIENCE (ILLUSTRATION/ANIMATION)

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- Adobe Photoshop, After Effects, Premier, Illustrator
- Autodesk Maya, 3D Studio Max, Unity
- Classical and Digital Drawing, Animation

References Available Upon Request