

Eli Rosen

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<https://elirosen.weebly.com/portfolio>

EDUCATION

BFA Degree in Art: Animation/Illustration

San Jose State University

August 2007 – May 2013

PROFESSIONAL EXPERIENCE

Designer – AppLovin, San Francisco, CA

June 2018 – Present

- Digital Artist who created marketing material for a large variety of independent mobile games
- Developed video and graphic advertisements in collaboration with project stakeholders
- Leveraged a passion for visual storytelling, and an understanding of consumer motivations
- Strived to consistently deliver content that exceeded client expectations

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

“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)

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

EXTRACURRICULAR ACTIVITIES

- Painting and drawing both digitally and traditionally, riding motorcycles, recording music

References Available Upon Request