

Eli Rosen

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elirosenart.com

EDUCATION

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

August 2007 – May 2013

PROFESSIONAL EXPERIENCE

Lead Designer – AppLovin, San Francisco, CA

December 2021 – Present

- Digital Artist who oversees creative production for a variety of mobile games / non-gaming apps
- Conceptualizes and executes Video, Graphic, and Playable marketing creatives
- Leverages performance data from previous marketing campaigns to target successful trends and content
- Collaborates with key stakeholders to ensure the desired execution and delivery of all marketing creatives
- Ensures that all brand guidelines are followed during creative production
- Provides creative feedback and direction for junior artists on the team, as well as outsourcing partners

Senior Designer – AppLovin, San Francisco, CA

December 2020 – December 2021

- Digital Artist who oversees creative production for a variety of mobile game titles
- Conceptualizes and executes Video, Graphic, and Playable marketing creatives
- Leverages performance data from previous marketing campaigns to target successful trends and content
- Provides creative feedback and direction for junior artists on the team, as well as outsourcing partners

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

KEY PROFESSIONAL SKILLS

Illustration / Animation

- Adobe Photoshop, After Effects, Premier, Illustrator
- Autodesk Maya, 3D Studio Max, Unity, Cinema 4D
- Classical and Digital Drawing, Painting, Animation

Project Management

- JIRA, Asana, Figma

References Available Upon Request