

Randall Montanari

San Francisco, CA

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Portfolio: rqmdesign.com

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Professional Summary

Extensive experience in branding, marketing, and UI/UX design for mobile and digital platforms. Specialized in App Store Optimization (ASO), user acquisition design (UA), motion graphics, and product UX flows. Proven record of boosting conversion rates, click-throughs, and brand visibility through high-impact creatives. Experience managing cross-functional teams and delivering results under tight deadlines.

Core Skills:

UI/UX Design: Wireframes, mockups, prototypes, user flows, style guides

Marketing & ASO: User acquisition ads, app store screenshots, performance marketing

Branding & Visual Design: Typography, color theory, visual storytelling, presentation design

Trade Show & Promotional Design: Large-format booth prints, magazine ads, and poster design

Motion & Interactive: Motion graphics, video production

Tools: Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), Figma, Sketch

Work Experience**Freelance UI / UX & Visual Designer**

04/2024 - Present

- Delivered contract UI/UX design projects, including user flows and UI systems.
- Created and resized UA performance ads for mobile campaigns.
- Produced dynamic motion graphics, editing and video montages for events and milestones.

Marketing Designer, Creative Services, Blizzard Entertainment

08/2023 - 02/2024

- Designed App Store and Google Play marketing assets for *Warcraft Rumble*, maintaining brand consistency across Blizzard.com and Battle.net.
- Created UA ads, social media content, GIFs, and promotional materials that boosted engagement.
- Contributed to motion graphics, and gameplay capture for campaigns and in-game promotions.

Founder / Game Director & UX Lead, Hekka Fresh Games

03/2018 - 05/2023

- Bootstrapped and launched *Space Critters*, managing the entire development cycle from concept to live release.
- Built UX/UI frameworks, engagement flows, and level design aligned with retention goals.
- Directed a multidisciplinary team of engineers and artists.
- Produced all visual marketing assets (trailers, app store screenshots, ASO), achieving 16.9% organic conversion rates.

Senior Visual Designer, XY Labs

01/2022 - 04/2022

- Designed wireframes, interactive prototypes, and information architecture maps.
- Optimized UX success metrics for mobile apps, aligning design with business objectives.
- Produced branding assets for social media and promotional campaigns.

Senior Marketing Artist, Pocket Gems

11/2018 - 08/2020

- Created ASO content and UA ads for *Wild Beyond* and *War Dragons*, improving CTR and CVR through A/B testing.
- Designed corporate branding, event collateral, slide decks and in-game visuals.
- Led UX/UI design for the *Wild Beyond* website.

Founding Senior Visual Designer, AGS Interactive

05/2015 - 09/2018

- Adapted slot machine art for mobile platforms.
- Produced ASO-optimized store assets and UA campaigns for *Lucky Play Casino*.
- Designed promotional content (spritesheets, marketing assets) improving conversion and retention rates.

Visual Designer, Creative Marketing, DeNa

11/2014 - 04/2015

- Designed ASO content and UA ads for major titles (*Marvel Mighty Heroes*, *Transformers Battle Tactics*).
- Produced digital assets, trade show graphics, and promotional campaigns.

Visual Designer, Credit Karma

05/2014 - 10/2014

- Designed marketing visuals, UA ads, and UI wireframes for fintech products.
- Improved member acquisition through data-driven ad creatives.

Visual Designer, Creative Marketing, Gree International

05/2012 - 04/2014

- Designed ASO content and UA ads for major titles (*MLB Full Deck*, *Kingdom Age*, *Book of Ashes*).
- Produced trade show marketing materials, including large-format booth prints, magazine ad promotions, and poster prints, strengthening event branding and outreach.

Earlier Career

- **CBS Interactive / CNET Networks** – Product Designer | Designed branding and digital campaigns for *GameSpot*, *TV.com*, *MP3.com*, and large-scale industry events (*CES*, *GDC*, *SXSW*).
- **Netopia** – Website Designer | Designed and launched websites for small business clients.

Education & Certifications

BFA, Computer Arts (New Media) – Academy of Art University

Advanced UX/UI Certification – ELVTR

UX/UI Certification – ELVTR

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