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Professional Summary

Visual Designer with extensive UX/UI experience delivering digital platform layouts, interface designs, and interactive visual assets. Skilled in executing the complete design process—translating complex product mechanics and features into clean visual hierarchies, wireframes, and cohesive UI layout systems. Leveraging a strong background in top-tier gaming and digital studios to create functional, intuitive user experiences focused on engagement and retention.

Core Skills

- UX/UI & Interaction Design: Information Architecture, User Journeys, Interaction Design, Low-to-High Fidelity Wireframing, UI Systems.
- Prototyping & Delivery: Interactive Prototypes, Visual Mockups, Asset Packaging.
- Visual Hierarchy & Assets: Digital Product Layouts, Typography, Color Theory, Digital Asset Production.

Professional Experience

Visual Designer & UX/UI Designer, Freelance

04/2024 - Present

- Created UI/UX deliverables, including user flows, wireframes, and UI systems, for an online sportsbook platform (under NDA).
- Designed and resized user acquisition (UA) mobile performance marketing ads for *Lucky Supply Latinoamérica*.
- Produced motion graphics, video montages, and visual assets highlighting special events for *Isn't It Iconic*.

Marketing Designer, Creative Services

Blizzard Entertainment | August 2023 – February 2024

- Designed promotional branding materials and user acquisition assets for *Warcraft Rumble*, optimizing conversion rates for Google Play and App Store.
- Created marketing materials, including social media content, editorial designs, and GIFs, to enhance brand visibility and audience engagement on *Blizzard.com* and *Battle.net*.
- Created brand-driven marketing visuals for *Warcraft Rumble*, collaborating with marketing and product teams, ensuring consistency across digital platforms.
- Collaborated on motion graphics production and game footage capture to support marketing campaigns and in-game promotions.
- Maintained consistent visual branding across multiple platforms through cross-functional stakeholder collaboration.

Product Designer

XY Labs | January 2022 – April 2022

- Created scalable UI/UX interfaces and prototype frameworks to streamline user experience for the *COIN: Always Be Earning* app.
- Optimized UX success metrics for the *COIN: Always Be Earning* app, aligning design with business objectives.
- Produced corporate branding assets for social media and promotional campaigns for the XY Labs.

UX/UI Designer, Game Director, Founder

Hekka Fresh Games | March 2018 – May 2023

- Defined product vision and led all phases of mobile game development for *Space Critters*, including ideation, prototyping, production, App Store release, post-launch updates, from concept to live launch.
- Authored *Space Critters* 56-page Game Design Document (GDD) that served as the primary blueprint for development, outlining core mechanics, game systems and logic, UX architecture, level design structure, technical guidelines, and story narrative with full screenplay and rough storyboards.
- Built and executed the UX/UI framework including information architecture, player engagement systems, flowcharts, and level design.
- Created UI systems, motion design mock ups and animation demonstrations to enhance user experience, while managing creative feedback loops across multiple design and development phases, including developer prototype and live build.
- Recruited and managed a multidisciplinary team including engineers, illustrators, and third-party developers to successfully launch on iOS.
- Created and executed all visual marketing assets, including trailers, app store screenshots, and ASO content, achieving a two month organic conversion rate of 16.9% and lifetime product page conversation rate of 10.92%.
- **Achievements:** Entry into the 2021 *GDC Independent Games Festival*, 10,000 followers on Facebook, and storefront ratings for *Space Critters* of 4.7 on the App Store and 5.0 on Google Play.

Senior Marketing Artist

Pocket Gems | November 2018 – August 2020

- Designed branding assets, UI components, and in-game visuals for mobile and web.
- Developed and refined App Store Optimization (ASO) content and user acquisition ads, boosting click-through rates (CTR) and conversion rates (CVR) through data-driven design and A/B testing for *Wild Beyond*, *War Dragons*, *Episode*.
- Designed UX/UI frameworks, wireframes, interactive prototypes, and all art assets for the official *Wild Beyond* website.
- Designed promotional giveaway materials for print, including community event collateral, print brochures, branded embroidered patches, and town hall meeting slide deck templates for *Pocket Gems* Corporate.

Founding Senior Visual Designer, Marketing

AGS Interactive | April 2015 – September 2018

- Led marketing and product design initiatives, including redesigning slot machine assets for mobile platforms to enhance user experience.
- Developed promotional branding, user acquisition ad creatives, and ASO-optimized App Store screenshots improving conversion rates for *Lucky Play Casinos*, *Vegas Fever*, *Wild Vegas*.
- Designed spritesheets and in-game promotional assets to boost user engagement and retention through visually compelling content.

Visual Designer, Creative Marketing

DeNA | January 2015 – April 2015

- Designed digital marketing materials, UI elements, and branded content to enhance user engagement and brand consistency for *Marvel Mighty Heroes*, *Transformers Battle Tactics*, *Blood Brothers 2*.
- Collaborated with product and marketing teams to develop and optimize in-game promotional designs, improving user acquisition and retention for *Blood Brothers 2*.
- Created cross-platform weekly promotional design assets for *Marvel Mighty Heroes* across web and mobile platforms, ensuring seamless presentation on *Marvel.com*.

Visual Designer

Credit Karma | August 2014 – October 2014

- Designed marketing visuals, social media assets, and brand materials for fintech products, ensuring brand consistency and user engagement.
- Delivered high-fidelity wireframes and UI designs for the development team and stakeholders, enhancing user experience and maintaining consistency with brand guidelines.
- Created user acquisition ads for *Credit Karma*, optimizing engagement and retention through targeted design solutions.

Visual Designer, Creative Marketing

Gree International | May 2012 - February 2014

- Developed and refined App Store Optimization (ASO) content and user acquisition ads, boosting click-through rates (CTR) and conversion rates (CVR) through data-driven design and A/B testing.
- Designed digital marketing assets for high-profile products, including *MLB Full Deck*, *Kingdom Age*, *Book of Ashes*, *Modern War*, and *War of Nations*, enhancing engagement and brand visibility.
- Produced trade show marketing materials, including large-format booth prints, magazine ad promotions, and poster prints, strengthening event branding and outreach.

Product Designer

CBS Interactive / CNET Networks | Jun 2005 – Mar 2012

- Designed brand materials, large-scale event graphics, and digital ad campaigns for *GameSpot.com*, *TV.com*, and *MP3.com*, enhancing brand visibility and engagement.
- Created marketing collateral and promotional assets for major industry events, including *CES*, *GDC*, and *SXSW*, ensuring impactful event branding.
- Maintained brand consistency across web, print, and social media, aligning designs with corporate identity and audience expectations.
- Collaborated with producers and designers to uphold and enhance design standards at CBS Interactive, ensuring high-quality execution across global markets.
- Developed distinctive logos and promotional materials, contributing to increased brand recognition and audience engagement.
- Designed layouts for music festival and event pages on *MP3.com*, featuring high-profile events such as *SXSW* and the *MTV Awards*.
- Utilized studio-provided assets to create compelling web pages and promotions for video games, musical artists, and hit TV shows, driving audience interaction and content engagement.

Website Designer

Netopia | Mar 2004 – Nov 2004

- Developed, designed, and launched 2–3 websites daily for small business clients through *SBC Communications Inc.*
- Ensured high-quality user experience (UX) based on client needs, including brand consistency across multiple small business industries.

Education and Certifications

- Bachelor of Fine Arts in Computer Arts (New Media), Academy of Art University.
- UX/UI Certification, ELVTR, 2023.
- Advanced UX/UI Certification, ELVTR, 2024.

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