

RQM

Randall Montanari

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Professional Summary:

Proficient in typography, composition, and color theory, enabling the creation of impactful designs. Adept at managing digital and web art file preparation workflows with precision and attention to detail. Recognized for innovative problem-solving and efficiency in refining design concepts based on stakeholder and client feedback. Possessing over 15 years of experience in the tech and gaming industries.

Key Skills:

- UI/UX Design
- Graphic Design
- Creative Marketing Design
- Brand Experience Design
- Typography
- Layout and Hierarchy
- Color Theory
- Adobe Creative Suite

Experience:

Content Creator, Creative Services

Blizzard Entertainment

August 2023 - February 2024

- Generated promotional branding and user acquisition design content for Warcraft Rumble.
- Produced marketing materials, including social media content, editorial design, and GIFs.
- Collaborated on motion graphics production and game footage capture.
- Ensured consistent visual branding across multiple platforms through stakeholder collaboration.

Senior Visual Designer

XY Labs

January 2022 – April 2022

- Played a key role in defining and sustaining visual direction of COIN Always Be Earning product, including UI design and visual design.

Founder & Lead Designer

Hekka Fresh Games

March 2018 – December 2021

- Established product vision, directed all aspects of game development from concept to completion, including design of UI/UX, wireframes, flowcharts, branding, and level design, ensuring alignment with strategic goals and user experience objectives.
- Led a multidisciplinary team consisting of an engineer, illustrators, and 3rd-party developers, fostering collaboration and innovation to deliver high-quality game experiences.
- Produced creative marketing designs including App Store Optimization (ASO) to promote games such as Space Critters and B27 and Friends Puzzle Arcade, driving user acquisition and engagement through compelling visuals and messaging.

Senior Marketing Artist, Creative Marketing

Pocket Gems

November 2018 – August 2020

- Created App Store Optimization (ASO) design, including screenshots, icon design, user acquisition ads, web page and motion graphics content for War Dragons, Episode, and Wild Beyond, with a focus on optimizing user engagement and retention.
- Executed corporate promotional branding and logo design for Pocket Gems ensuring consistent brand recognition across platforms and events.
- Collaborated cross-functionally to maintain cohesive visual branding and messaging across all marketing materials and product designs, contributing to successful product launches and updates.
- Designed corporate materials for multiple departments including townhall presentation slide decks, print brochures and tradeshow decorations, ensuring consistent brand recognition across platforms.

Senior Marketing Designer

AGS Interactive

April 2015 – September 2018

- Led marketing design and product design efforts, including the recreation of slot machine assets for mobile platforms.
- Executed promotional branding, user acquisition ad design, and ASO screenshot design for Lucky Play Casinos.
- Created spritesheets and designed in-game promotional art assets to enhance user engagement and retention.

Graphic Designer

DeNa

January 2015 – April 2015

- Developed user acquisition designs for mobile games, including Transformers Battle Tactics 2 and Blood Brothers 2.
- Designed in-game promotions to improve user engagement and retention for DeNa's mobile gaming products.

Graphic Designer

Credit Karma

August 2014 – October 2014

- Created on brand visuals, UI designs and mobile marketing user acquisition ads for Credit Karma, ensuring consistency with brand guidelines and enhancing user experience.

Visual Designer - Marketing Design

Gree, Inc

May 2012 - February 2014

- Created user acquisition ad design, screenshot design, and web design.
- Designed digital marketing assets for products including MLB Full Deck, Kingdom Age, Book of Ashes, Modern War, and War of Nations.
- Formulated print materials, including large prints for walls used inside Gree trade show booths, trade show magazine ad promotions, and poster prints.

Product Designer

CNET Networks - CBS Interactive

(Gamespot.com, TV.com, MP3.com)

June 2005 - March 2012

- Designed visually captivating showcase web pages to promote highly anticipated video game releases, including Fallout New Vegas, Dead Space 2, Gears of War 2, and Mass Effect 2.
- Developed engaging tradeshow web pages featuring livestreams, reviews, and news for prominent industry events such as GDC and CES.
- Collaborated closely with producers and designers to uphold and enhance design standards both locally and internationally at CBS Interactive.
- Crafted distinctive logos and promotional materials, contributing to increased brand recognition and engagement.
- Designed layouts for music festival and event pages showcased on MP3.com, including SXSW, MTV Awards.
- Utilized studio provided assets for musical artists, games and hit TV Shows to craft unique web pages and promotions for featured entertainment industry content.

Education

- Bachelor of Fine Arts Degree in Computer Arts, emphasis on New Media, Academy of Art University
- Certification in UX/UI for Gaming, ELVTR

Software

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- After Effects
- Media Encoder
- Animate
- Figma
- Sketch
- Balsamiq
- Unity