

Randall Montanari

San Francisco, CA

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Portfolio: rqmdesign.com

Professional Summary

15+ years experience as a Visual Designer specializing in UI/UX design, branding, and marketing for mobile gaming and digital platforms. Skilled in wireframes, prototypes, user flows, typography, color theory, App Store Optimization (ASO), user acquisition interstitials, logo design, UI assets, and UX optimization. Proficient in Adobe Creative Suite, Figma, and Sketch. Exceptional in project management and collaboration, delivering high-quality designs on time.

Work Experience**Freelance UI/UX Designer, Self-Employed**

04/2024 - Present

- Delivered contract UI/UX design for clients, including user flows, and UI elements.
- Designed and resized user acquisition (UA) for performance marketing campaigns.
- Designed dynamic motion graphics in After Effects, transforming event photos, wedding imagery, and personal milestones into visually compelling Memory Reel slideshows.

Marketing Designer, Creative Services, Blizzard Entertainment

08/2023 - 02/2024

- Designed promotional branding materials and user acquisition assets for *Warcraft Rumble*, optimizing engagement and conversion rates.
- Created brand-driven marketing visuals for *Warcraft Rumble*, by collaborating with marketing and product teams, ensuring consistency across digital platforms.
- Created marketing materials, including social media content, editorial designs, and GIFs, to enhance brand visibility and audience engagement.
- 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.

Senior Visual Designer, XY Labs

01/2022 - 04/2022

- Designed low to high-fidelity wireframes and interactive prototypes.
- Created process maps, information architecture layouts, and user engagement designs.
- Optimized user experience (UX) and success metrics for mobile applications.
- Designed branding assets for social media and similar promotional blogs.

Lead UI/UX Designer, Founder, Hekka Fresh Games

03/2018 - 05/2023

- Developed a comprehensive UX/UI framework, including information architecture, user journey mapping, wireframes, and level design, ensuring alignment with strategic goals and user experience objectives.
- Defined the product vision and led all phases of game development, from initial concept to App Store launch, including post-launch updates and creative marketing strategies to maximize user retention and engagement.
- Directed the development of the initial prototype, provided interactive UI elements and motion graphics to enhance user experience (UX) design, while driving multiple iterations toward the final product.

- Managed a multidisciplinary team, including engineers, illustrators, and third-party developers, fostering cross-functional collaboration and innovation to deliver high-quality gaming experiences.
- Designed and produced creative marketing assets for *Space Critters*, including App Store Optimization (ASO), driving user acquisition, engagement, and conversion rates through compelling visuals and targeted messaging.

Senior Marketing Artist, Pocket Gems

11/2018 - 08/2020

- 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. (Wild Beyond, War Dragons)
- Designed UX/UI frameworks, wireframes, interactive prototypes, and all art assets for the official Wild Beyond website.
- Designed corporate promotional branding materials for print, including community events, print brochures, giveaway swag, and town hall meeting slide decks.

Senior Visual Designer, AGS Interactive

04/2015 - 09/2018

- Transformed art assets for AGS Casino Slot Machines into optimized mobile assets for integration into AGS Mobile products.
- Developed promotional branding, user acquisition marketing creatives, and ASO-optimized App Store screenshots for Lucky Play Casinos, improving conversion rates.
- Designed spritesheets and in-game promotional assets to boost user engagement and retention through visually compelling content.

Visual Designer, Creative Marketing, DeNa

01/2015 - 02/2015

- Partnered with product and marketing teams to develop and optimize in-game promotional designs, improving user acquisition and retention.
- Created cross-platform design assets for web and mobile, ensuring seamless visual experiences across multiple devices and interfaces.
- Designed digital marketing materials, UI elements, and branded content to enhance user engagement and brand consistency.

Visual Designer, Credit Karma

08/2014 - 10/2014

- Designed marketing visuals, social media assets, and brand materials for fintech products, ensuring brand consistency and user engagement.
- Developed data-driven ad creatives and user engagement strategies to drive member acquisition and conversion rates.
- Collaborated cross-functional growth marketing with brand teams to align design efforts with business objectives.
- 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

05/2012 - 02/2014

- 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

06/2005 - 03/2012

- 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

03/2004 - 11/2004

- 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 industries.

Education & Certifications**Bachelor of Fine Arts in Computer Arts (New Media), Academy of Art University**

Advanced UX/UI Certification, ELVTR

UX/UI Certification, ELVTR

Tools

Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), Figma, Sketch, Proto.io, Unity

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