

Lauren Harris

Digital Designer

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laurenharrisart.com

Creative professional with 10 years of experience in Graphic Design and Motion Graphics. Skilled at delivering high-impact visuals under tight deadlines, with a strong ability to multitask and prioritize. Known for a keen eye for detail, creative problem-solving, and a passion for storytelling through design. Equally comfortable taking direction from an Art Director or leading projects independently. A collaborative team player who thrives in fast-paced environments and values clear, constructive feedback.

SKILLS & SOFTWARE

Animation, design, vector illustration, typography, HTML5.

Expert with Adobe Creative Cloud Suite (Photoshop, After Effects, Illustrator, Premiere Pro).

Animation skills include After Effects timeline, Premiere Pro timeline, Photoshop timeline, Puppet and Parallax effects.

Microsoft Windows and Mac OS, Microsoft Office, Keynote, Wacom and Cintiq Tablets. Proficient with JIRA, Wrike, and Asana project tracking.

EXPERIENCE

Warner Bros. Discovery Games – Graphic Designer DECEMBER 2019 – CURRENT

- Created promotional videos and static marketing creatives for high profile IPs for WB Games Mobile Publishing: Harry Potter, Mortal Kombat, Game of Thrones, DC Universe
- Worked with a pipeline of multiple disciplines, such as motion graphics, video editing and design, and graphic design.
- Collaborated with the User Acquisition & Cross Promotional teams to coordinate testing efforts and incorporate research results into content efforts.
- Regularly designed and shipped large quantities of marketing creatives while maintaining a high standard of quality for strict IP brand and style guidelines.
- Introduced fresh concepts for Cross Promotional campaigns which resulted in a 15% increase in game installs for Mortal Kombat 1.
- Streamlined art via templating and reduced project completion time by 20%, enabling the team to deliver projects ahead of schedule.

Product Madness - Lead Marketing Artist for Cashman Casino App AUGUST 2018 - AUGUST 2019

- Ensured brand consistency and a high standard of quality for all marketing creatives.
- Composed promotional videos and marketing creatives for multiple games on the Cashman Casino app.
- Delegated tasks and provided art direction to third party artists in the Ukraine on a weekly basis to create more bandwidth for the San Francisco team.
- Designed storefronts for app store optimization (ASO) on our Google Play and App Store landing pages.
- Created holiday storefront designs for Google Play which resulted in increased organic browse installs by 26% versus the previous non featuring period.

Machine Zone - Marketing Artist & Graphic Designer SEPT 2015 - APRIL 2018

- Created animated and static ads for MZ's top grossing mobile games: Game of War and Mobile Strike, as well as Final Fantasy XV: A New Empire.
- Composed animated and static ads for Cognant (MZ's in-house marketing agency) clients, such as Yahoo! Mail, Design Home, AnchorFree, Mercari, MasterClass, and Call of War. Carefully implemented and extended existing style guides from these external clients.
- Designed assets for app store optimization (ASO) on Google Play and App Store landing pages.
- Concepted and illustrated characters for themed marketing campaigns that were featured in Japan.
- Brainstormed with the team to come up with creative and original concepts for ads.
- Produced mass exports and localizations for up to 14 languages for various ad partners.
- Supported other artists on the team by providing templated FX animation.

EDUCATION

The Art Institute of California - San Francisco - Bachelor of Science in Media Arts and Animation 2013

Focused on Flash animation and illustration