

# AMANDA MULLINS

Marketing Art Lead & Illustrator

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## EXPERIENCE

### MARKETING ART LEAD: JAM CITY San Francisco, CA (June 2018 - Present)

- Drives the art vision of marketing creative that elevates the game brand and hits KPI goals
- Developed a flexible art team that resulted in higher quality cinematics and UA performance
- Provides paintovers and feedback on illustrations, CG renders and animations
- Collaborates with game art leads to create narrative Key Art that increases player engagement
- Leverages vendors strategically to help scale production efficiently
- Works with analysts to design A/B tests that re-purposes our CG brand material and increases ROAS
- Creates scripts, storyboards and concept art for new cinematics
- Stages and renders 3D characters or scenes in Maya and does paint-overs in Photoshop

- Harry Potter: Hogwarts Mystery
- Panda Pop
- Vineyard Valley

### MARKETING ARTIST: JAM CITY San Francisco, CA (March 2017 - June 2018)

- Created new app store screenshots and feature banners
- Created video, static and carousel ads for UA to help raise conversion rates
- Created engaging social media and press assets
- Edited trailer footage in After Effects & Premiere into final marketing cuts
- Provided feedback on static & video ads and App Store materials from internal and external teams

- Harry Potter: Hogwarts Mystery
- Futurama: Worlds of Tomorrow
- Marvel: Avengers Academy
- Family Guy: Quest for Stuff

### MARKETING ARTIST: PERBLUE Madison, WI (Feb 2016 - March 2017)

- Used Photoshop and After Effects to create static and video ads
- Designed logos, app icons and App Store screenshots for A/B testing
- Worked closely with game and UA team to create ads that raise conversion rates
- Gave art and performance feedback for ads with external partners
- Posed, lit and rendered 3D characters in Maya for loading screens

- DragonSoul
- Portal Quest

### GAME ARTIST: 1ST PLAYABLE PRODUCTIONS Troy, NY (May 2014 - Dec 2015)

- Created final 2D art assets with Photoshop and Illustrator
- Produced marketing material for the iOS and Android app stores
- Preproduction art for characters, backgrounds and props using PS and Maya
- Lead a small team of artists to create a VR Google Cardboard experience in Unity
- Designed characters and optimized them for Spine and engineers

- Frozen Special Delivery
- Pet Pad Party
- Pet Play World
- Three Little Pigs VR

### ARTIST INTERN: DAEDALIC Hamburg, Germany (Aug 2012 - Dec 2012)

- Designed final and polished 2D backgrounds for interactive storybooks
- Exported app icons, screenshots and banners for iOS and Android

- The Lost Song
- The Brave Little Tailor

## EDUCATION

### SAVANNAH COLLEGE OF ART & DESIGN

- BFA, ILLUSTRATION June 2012

## SOFTWARE



Photoshop



Illustrator



After Effects



InDesign



Maya

Also familiar: Unity, Spine, Flash, P4, Tortoise SVN, JIRA, Wrike

## KEY SKILLS

Illustration

Graphic Design

Motion Graphics

Storyboarding

3D Character Posing

Art Direction

Pipeline Production

Marketing Strategy

User Acquisition

Team Management