

CHAD M. HANKERSON

CHAD HANKERSON
SR. DESIGNER | ARTIST | DIRECTOR

310.904.5178
cmhankerson@gmail.com

PORTFOLIO
www.chadhankersondesign.com

OBJECTIVE

Highly motivated, creative and multi-talented artist seeking a Senior position where I can utilize my extensive background in various disciplines, including digital design, 2D illustration and content creation. I aim to bring innovation, perspective and attention to detail to create visually compelling pieces that resonate with customers, players and viewers.

EDUCATION

Fashion Institute of Design & Merchandising
Los Angeles, CA 90021
BA in Graphic Design, May of 2003

Art Center College of Design
Pasadena, CA 91103
Art Center @ Night, August of 2008-2010

SKILLS

Adobe Creative Suite
After Effects
Premiere Pro
Maya
Blender
Marmoset Toolbag
Unity
Figma
Sketch
Keynote, Powerpoint
WordPress

Key & marketing art
Digital illustration
3D lighting & rendering
Character & prop posing
Packaging design
Presentation design
Concept design
Communication
Organization
Problem solving
Project management

RECOGNITION

Google Play Award
2019 Best Breakthrough Game -
"Marvel Strike Force"
Marketing Strategy and Execution

PromaxGames Award
2019 Best Marketing Campaign of the Year -
"Marvel Strike Force"
Marketing Strategy and Execution

GDUSA (Graphic Design USA)
American Web Design Award 2018 -
"LottoGopher.com"
website redesign and refresh for LottoGopher™

GDUSA (Graphic Design USA)
American Packaging Design Award 2015 -
"Nature Made® Immuni-C™"
A packaging redesign and positioning

EXPERIENCE

08/2020 - 11/2023

SENIOR 2D ARTIST

Scopely (Marvel Strike Force) Culver City, CA 90034

- Create and develop unique 2D assets, illustrations, and in-game key art
- Conceptualize/Create solutions for in-game promotions and events
- Provide feedback on the quality of the final visuals, with particular attention to appeal and readability
- Leverage data-driven metrics to develop creative that is on-brand and on-strategy
- Mentor and on-board new artists/Introduce brand guidelines, style guidance and familiarize with the production pipeline
- Ensure brand guidelines and strict quality standards are consistent throughout all key art and Live Ops needs

04/2019 - 08/2020

SENIOR GRAPHIC DESIGNER / MARKETING ARTIST

FoxNext Games Playa Vista, CA 90094

- Created and led digital marketing campaigns for mobile in-game features, designing assets and producing rich media content
- Design unique and polished concepts for ASO and first-party placements
- Design promo materials for mobile acquisition advertising, including digital media packages, posters, and websites for game launch
- Collaborated with UA/Marketing Leads on creative production
- Increased conversion rates with A/B testing and incorporate performance data to create new concepts and improve on existing variations
- App downloads increased by 24% and prominence within the App Store organic ranking
- Generated innovative concepts and rendered designs for over 60 digital campaigns
- Developed and implemented a new social media campaign that led to a 50% increase in followers across all platforms and a 40% increase in overall engagement within six months

08/2018 - 12/2022

CREATIVE DIRECTOR

Philter, Labs. Inc Encinitas, CA 92024

- 360° brand build, designing a packaging line, and developing effective point-of-purchase displays
- Designed over a dozen presentation decks and infographics that blend a compelling mix of design and data communication
- Assist with creative production and development of RFP responses and outsourcing management
- Create product design guidelines and uphold quality control

05/2017 - 03/2019

LEAD DESIGNER

LottoGopher Los Angeles, CA 90010

- Led creative refresh, maintenance and evolution, to modernize the branded marketing and esthetics
- Successfully redesigned the company's website, resulting in a 30% increase in user engagement and a 25% reduction in bounce rate within three months of implementation
- Managing all visual design stages from concept to final dev hand-off
- Concept original ideas, bring simplicity and a positive user experience to complex designs and content
- Ensure the essence of the brand and align with guidelines

REFERENCES AVAILABLE UPON REQUEST