**Reth Galura** 310.946.1048 / rethgraphics@gmail.com

Los Angeles, CA https://www.rethdesign.com

**Design Lead/Art Director/Graphic Designer**

Currently the design lead for a well known mobile gaming development company that manages 6 designers (4 full timers and 2 contract workers.) An esteemed graphic design leader offers a blend of creativity and business strategy that facilitates design of comprehensive marketing materials, including social media, web (mobile, tablet, desktop) and email campaigns. Encourages and enhances sales and market share for large, household brands while driving increased following and engagement across various platforms.

**Core Strengths**

Team Manager | Art Direction | App Store Optimization |User Acquisition | Leadership |

Graphic Design | Animation | Illustration | Advertising Content Creation | Digital Marketing | Social Media | Client Campaigns | Cross-Functional Communication | Attention to Detail | Highly Adaptable

**Professional Overview**

**Netmarble US/Kabam LA – *Los Angeles, CA***

**Design Lead** November 2020-Present

* Manage and art direct a team of 6 designers (4 full timers and 2 contract workers.) Provide design solutions, from concept to final design, for all aspects of production development, maintenance, marketing and community management.
* Localization of various assets for the US market. Collaborate with domestic production team and overseas partners to ensure localization of graphic assets before, during and after the production development phases.
* Launched campaigns for the mobile games NBA Ballstars (including ASO), Marvel Future Revolutions, Seven Knights 2 and Ni No Kuni: Cross Worlds.
* Experience with other brands guide lines and with obtaining quick approvals from Marvel and the NBA along with various IP’s we collaborate with.
* Experience with App Store Optimization and working with 3rd party companies (Gummicube) to optimize various digital assets in order to get the best results for icons, screenshots and featuring on the App Store.
* Oversee efforts for and manage workloads of designers for a handful of gaming IP’s including Marvel Future Fight, Marvel Future Revolutions, Seven Deadly Sins: Grand Cross, Ni No Kuni: Cross Worlds, Blade & Soul: Revolution, Seven Knights 2, The King of FIghters All Stars, A3: Still Alive, NBA Ballstars, HypeSquad.

**GumGum – *Los Angeles, CA***

**Interactive Designer** December 2019-April 2020

* Worked with and created advertising for high-profile accounts including Amazon, Athleta, California Avocados, IKEA, Sephora, Sonic, Target, and Yamaha.
* Animated and designed In-Image and In-Screen media campaigns in Tumult Hype.
* Developed mock digital creatives to support sales team.

**Merch By Amazon – *Los Angeles, CA***

**Graphic Designer/Illustrator** August 2016-Present

* Created designs for and illustrated t-shirts, sweatshirts, hoodies, tank tops, and pop sockets to sell on Amazon.
* Attained Tier 2000 – status given when a designer has created over 2,000 shirts; able to sell in the US, Germany, and the U.K.
* Utilized Facebook Ads and Amazon Advertising platforms to promote products and gain sales.
* Maintained current knowledge of pop culture trends and current events to inspire designs.
* Created animated GIFs to promote shirts on social media platforms like Pinterest and Instagram.

**Liquid Advertising – *El Segundo, CA***

**Senior Art Director** December 2004-August 2016

* Acted as creative lead at agency specializing in tech, gaming, and entertainment; accounts I worked on included Blizzard, Ubisoft, EA, and Microsoft, among many others.
* Worked on small and large campaigns, ranging in spend from $30K to $15MM.
* Worked with Blizzard online marketing campaigns to launch titles including World of Warcraft (Burning Crusade, Wrath of the Lich King, Cataclysm, Mists of Pandaria, Warlords of Draenor, Legion), Starcraft 2, Hearthstone, Overwatch, and Heroes of the Storm.
* Oversaw efforts for and managed workloads of designers and developers at all stages of production, from ideation through completion.
* Created motion graphics and edited videos using After Effects.

**Education & Skills**

**Bachelor of Arts in Graphic Design; Bachelor of Arts in Psychology** – California State University, San Bernardino

**Technical/Software Skills** – Adobe Photoshop; Adobe Illustrator; Adobe After Effects; App Store Optimization; Greensock; Flash; HTML5 (banner ads; statics; skins); Sizmek; Doubleclick