

ROB CORNELL

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Art Lead / Creative Director

WORK EXPERIENCE

BATTLE CREEK GAMES

08/2025 – Present

Art Lead • Full-time

Los Angeles

- Lead in-game UI art across a 3-title mobile portfolio (No Limit Drag Racing 2, Offroad Outlaws, American Marksman), partnering with Product and Engineering from concept through Unity implementation
- Built a custom AI automation suite in Claude Code and Cursor covering brief intake, video review, vendor comms, UA digests, release monitoring, ASO asset generation, and creative reporting, removing hours of manual creative ops per week
- Built shared UI toolkit .html kits, iconography systems, menus, loading screens, and game-mode layouts that standardized visual quality across titles and cut UI production time by 65%
- Write and review creative briefs for internal and external production, and manage one internal artist and 5+ external vendors through reviews, approvals, and delivery for hundreds of creatives per quarter across UA, ASO, social, live-ops, and brand
- Partner with the Director of UA and their team to turn performance data and brainstorming sessions into briefs, new concepts, and iterations on what's working
- Own ASO across iOS and Google Play (icons, screenshots, listings, previews, localization) and brand identity for each game
- Hire and mentor creative talent end to end, designing job descriptions, panel interviews, and take-home assessments, and making final hiring decisions

Senior Manager Creative Marketing • Full-time

Los Angeles

- Functioned as Creative Director for all paid UA, ASO, organic social, live-ops, and brand creative across a 3-game portfolio
- Directed a hybrid team of internal artists and 5+ external agencies, delivering 250+ creatives per quarter through briefing, review, and approval
- Drove UA creative strategy with the Director of UA, using ROAS, IPM, CTR, and retention data to scale top performers and retire fatigued concepts
- Own ASO across iOS and Google Play: icons, screenshots, listings, video previews, and localization, including data-driven test roadmaps per title
- Led creative for the Cleetus McFarland influencer collaboration on No Limit Drag Racing 2
- Partnered with Engineering to ship in-Unity marketing tools (capture cameras, asset pipelines, content gating), letting creative scale without blocking game development
- Hands-on producer in After Effects, Premiere, Photoshop, Figma, and Unity. Comfortable cutting, editing, mocking up, and capturing whenever the brief calls for it

Blizzard Entertainment

02/2024 – 08/2025

Marketing Artist/Motion Designer

Irvine, CA

- Capture gameplay and produced sizzles, animated cinemagraphs, VFX elements, and short-form video content using game assets.
- Worked cross-functionally with producers and stakeholders to produce digital advertising for paid advertisements, leveraging project management tools to manage timelines and tasks.
- Onboarded and trained artists on capture tools, design templates, and pipeline workflows for the internal creative department.
- Created an automated feedback form and established a well-organized project file structure for marketing teams. Reduced feedback turnaround time and improved workflow efficiency.

SMILEGATE**11/2022 – 02/2024****Senior Motion Designer/Editor****El Segundo, CA**

- Designed and conceptualized motion graphics and video content for social media, livestreams, and game launch campaigns, ensuring brand consistency and audience engagement.
- Collaborated with producers to optimize creative assets using social data insights. Scheduled and delivered video projects with tight turnaround and quality control.
- Created event assets in coordination with the live production team for live streams, as well as external partners.
- Oversaw and mentored a junior artist, providing guidance, feedback, and managing task delegation and timelines for efficient project execution.
- Streamlined project file structures and built an automated feedback system, improving efficiency and reducing turnaround times on high-volume projects.

YAT LABS**03/2022 – 11/2022****Motion Designer/Editor****Los Angeles, CA**

- Designed looping motion graphics for social media using 2D illustrated assets from Photoshop, and 3D software to enhance storytelling and engagement.
- Developed video package elements for event livestreams and presentations.
- Composed and mixed custom music and sound effects in Adobe Audition to elevate animation and video quality.

SUPER FREE GAMES**01/2020 – 02/2022****Motion Graphics Designer****San Francisco, CA**

- Designed short-form video animations for mobile game marketing, including app trailers, paid ads, and social media content.
- Animated, composited, and edited 2D/3D gameplay footage and assets, optimizing ads to align with key performance indicators (KPIs).
- Developed style frames, A/B test variations, and visual treatments, refining creative direction to maximize engagement and improve ad performance.
- Coordinated with a worldwide motion design team to create round-the-clock video advertisements.
- Leveraged project management tool ClickUp to efficiently track and fulfill numerous creative tasks.

Ubisoft**09/2019 – 01/2020****Contract Motion Graphics Designer****San Francisco, CA**

- Collaborated with cross-functional teams to create motion graphics for seven AAA game titles, streamlining production processes and ensuring timely project delivery.
- Created a comprehensive graphics package for livestream content, enhancing viewer engagement and brand visibility through collaboration with the creative director within 3 months.
- Designed and animated 2D/3D videos and cinemagraphs using key art to produce marketing assets.

NCISOFT**07/2017 – 09/2019****Motion Graphics Designer****San Mateo, CA**

- Designed animated motion graphic ads for mobile games, enhancing user acquisition.
- Utilized 2D, 3D, and in-game assets to create compelling game trailers.
- Contracted and collaborated with external music vendors to produce original compositions.
- Extracted and optimized game assets using Unity, capturing gameplay footage and models.

Ubisoft**10/2016 – 07/2017****Motion Graphics Designer****San Francisco, CA**

- Animated content for live event screens and projectors at gaming competitions.
- Supported social/broadcast producers with motion graphic content.
- Created content with C4D/Blender/After effects to create particle/fire/smoke VFX.

FREELANCE**02/2016 – 10/2016****Motion Graphics Designer****Los Angeles, CA**

- Digital content manager, event projection mapping, and motion design for Likuid Art.

- BBC Channel Indent for Pop Art Week collaboration with Derek Boshier.
- Global Spin Awards broadcast motion graphic package.
- Cinema 4D Projection/LED animation for Fox game show pilot "The Boom."

HALSEY MUSIC TOUR

Motion Design/Video Tech

10/2015 – 02/2016

Touring Production

- Designed 15 song animated looks for onstage LED pillars, animations in sync to timecode.
- Built lighting and video rig at each venue.
- Operated video screens playback tech during each show.

Revolt TV

Motion Designer • Full-time

09/2013 – 08/2014

Los Angeles

- Developed and executed visually compelling short-format broadcast graphics, including interstitials, lower thirds, and network bugs, ensuring brand consistency across on-air content.
- Created dynamic LED animations for weekly live studio performances, consistently meeting tight next-day deadlines in a fast-paced environment.
- Coordinated with studio operations and chyron teams to schedule, produce, and deploy on-air graphics seamlessly during live and recorded broadcasts.

EDUCATION

B.A. Television Post-Production

COLUMBIA COLLEGE CHICAGO

Concentration in Motion Graphics Animation

SKILLS

After Effects (Animation, Compositing, Tracking), Basic Unity/Unreal Engine, Cinema 4D / Blender 3D, DSLR Shooting, Duik character rigging, Embergen, Figma, Lottie, Notch Real-time FX, Photoshop/Illustrator, Premiere Video, Projection mapping and large scale LED design and media server playback, Red Giant Trapcode, Resolume Arena, Rive, Rotoscoping, Studio Lighting, UI/UX