

Christian Cadiz

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EXPERIENCE

Nex Inc. - *Freelance Sr. Art Director & Sr. Designer* | Jan '25 - Jan '26

- Collaborated with the Creative Director and key stakeholders at Nex Inc. to continue development of comprehensive brand guidelines, systems, and assets
- Managed the handoff of design work from the Creative Director, allowing them to focus on team operations and strategic initiatives
- Conducted research, audits, and conceptualized the direction of company brand guidelines to ensure consistent and cohesive visual identity across multiple channels (emails, game detail pages, web, and social media)
- Prepared design options for Product Detail Page (PDP) vendors, ensuring consistent use of photography and messaging aligned with brand standards
- Created visual assets for seasonal events, product launches, and ongoing updates to support marketing and communications efforts on various social platforms

Clients: Nex Inc.

Hook - *Freelance Sr. Designer* | Jan '24 - March '24, June '24 - Dec '24

- Collaborated with the Youtube TV division of Hook
- Helped build out various units used in OTV spaces (Google TV, Android, LG, Roku, Samsung and digital ad spaces) with Figma + Photoshop
- Helped build screens to test current UI/UX from NFL Sunday Ticket to March Madness
- Prepped Figma templates for motion designers to animate
- Developed a direction for mood boards and execute filler screens for internal project commercial spots for Sunday Ticket

Clients: Youtube TV and Youtube TV (Sunday Ticket)

CrossOVR Media - *Freelance Art Director* | June '22 - Jan '24

- Working closely with the creative director and applying art direction and logo explorations for pitch decks and shows
- Logo explorations for show pitches
- Prepping logos for TV broadcast

Clients: NFL, USC, and Mass Appeal

GC Turbo - *Freelance UI Designer* | Dec '22 — Nov '23

- Built a mobile version of their website transitioning Photoshop templates and rebuilding into Figma
- Worked closely with Figma engineers/designers to prep for the dev team
- Built various UI explorations for certain parts of the mobile game

Client: GC Turbo

Entropy Inc. - *Freelance Sr. Designer* | Dec '22 — Nov '23

- Built various UI explorations for certain parts of the mobile game unreleased game in its initial phase
- Worked closely with the CEO and various stakeholders of the company
- Provided initial art direction on the marketing deck for stakeholders to pitch to game investors
- Built and designed various decks, specifically the marketing deck both for PowerPoint and Google Slides
- Built various infographics to represent overall gameplay and mechanics
- Built out motion slides to showcase various action scenes of the game

Client: Entropy Inc.

Compadre - *Freelance Sr. Designer + Motion Designer* | April '23

- Worked closely with the CD to meet client ask
- Develop explorations for a graphics package for a wrestling show
- Showcase/composite examples of how graphics package would work in a live production or photoshoot

Client: AEW

Unfold Agency - *Freelance Sr. Designer* | March '22 — June '22

- Collaborated with art directors to build and design various social posts
- Developed and designed carousel posts
- Created an animated looping gif from a static image for a video game login screen using After Effects

Clients: Hulu, Roku, and Netflix

Unfold Agency - *Freelance Sr. Designer* | Dec '22

- Helped build and art direct pitch decks for a client campaign
- Worked closely with the CD and concept ideas for campaigns
- Built out composites of each idea (social media posts, digital media banners, OOH activations)

Client: Freefire

Mutiny - *Freelance Sr. Designer* | October '22 — Nov '22

- Collaborated with CD to composite ideas for pitch decks
- Built animated gifs of ideas for pitch decks using After Effects

Clients: Riot games

Watson DG - *Freelance Motion Designer* | Aug '22 — October '22

- Collaborated with the motion design team to build out accolades for TV show and social media pieces
- Built various ad banners and social media posts (static and print) for streaming services

Clients: Amazon, Netflix, and Disney +

EXPERIENCE CONT.

Liquid+Arcade - Associate Creative Director | Nov '20 — Dec '21

- Led the digital ad banner team overseeing all ad units and website takeovers before sending over to client for review
- Concepted storyboards and stories of animated HTML 5 banners collectively with the digital team
- Collaborated with the AV team to produce 15s and 30s cutdowns for new game launches or campaigns while integrating motion overlays
- Worked closely with producers, project managers, and account managers to make sure delivery of assets met a high-quality standard and was delivered within client deadlines
- Client-facing/OA reviews of final ad units to client
- Other day-to-day responsibilities included mentorship of junior designers with 1on1 weekly meetings, art directing and compositing pitch decks for RFPs, mood boards, and art direction for photoshoots
- Contributed on reestablishing a better workflow for the digital team and restructuring communication between the media and creative team
- Oversaw designer locally and from other international offices

Clients: 2K Games, Square Enix, Atlus, Nintendo, and Sega

Liquid Advertising - Sr. Art Director | June '18 — Nov '20

- Worked closely with creative directors and other stakeholders where we handled the majority of front end web design
- Designed front-end web, social media, video game 404 page, and presentation decks for conventions
- Collaborated with the CD to establish a relationship with clients that transitioned into a retainer account
- Was client-facing with tasks, reviewing and presenting
- Worked collaboratively with the CD and web developer from initial design to final launch of the website to ensure quality assurance
- Art directed explorations for a product launch, oversaw photoshoot, and final delivery of assets

Clients: Jollibee, CORSAIR, 2K Games, Activision/Blizzard Entertainment, Atlus, Square Enix, Playstation, Nintendo, and Sega

Liquid Advertising - Freelance Sr. Designer | June '16 — June '18

- Helped with the overflow of various projects
- Built newsletters, landing pages, OOH activations and digital ad banners

Clients: Blizzard Entertainment, Bandai Namco, Square Enix, Lego, Atlus, Nintendo, and Sega

Contend - Full Time Sr. Art Director | July '14 — Feb '16

- Head and lead art director of the creative department for the start-up company, Contend
- Developed the branding and brand guidelines for the company
- Developed and built the creative department from the ground up
- Established a creative team and developed a motion team
- Collaborated with the CEO and various company stakeholders to build out pitch decks
- Collaborating with CD to make sure quality and all asks were met
- Other responsibilities included management of both the marketing and motion team, mentorship of jr. designers and interns, collaborating and overseeing editors, and making sure proper usage of motion overlays were incorporated

Clients included Bud Light, Vitamin Water, Netflix (Stranger Things), Ovation TV, Sperry, and AT&T

Sony Pictures Entertainment - Freelance Production Designer | June '12 — July '14

- Worked closely and assisted the art director and creative directors on developing new look and branding system for assets used for the company website
- Worked closely with the CD and AD to coordinate design assets for the company website
- Developed the company UI/UX for the app used on video game consoles
- Re-purposed key art for digital media website as well as other video partners
- Lead a small team of 2 to build volumes of assets and QA for the company website
- Mentored jr. designer

Clients: Sony Entertainment (Crackle), Playstation, and Xbox

WeAreGiants - Freelance Graphic Designer | June '12 — July '14

- Worked closely with the creative directors on various print and digital media
- Collaborated with CDs to design and manage back-end (CRM) for clients, editorial lookbooks, shirt designs and assist in photoshoots

Clients: AGENDA, Red Bull, Honda, AT&T, and Eagle Rock Yacht Club

SOFTWARE

Adobe Creative Suite | Photoshop, Illustrator, Lightroom, InDesign, Premiere, After Effects, Audition, etc.

Others | Google Slides, Powerpoint, Keynote, Figma, Conceptboard, Slack, Asana, Notion, Basecamp, Sony Vegas 9 Pro, Ableton, Windows, and Mac

EDUCATION

Cal State University of Northridge, CA
Bachelor of Arts | May 2010

REFERENCES

- Upon request