

# Justin Soong

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## SKILLS & INTERESTS

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**Creative:** Motion Design & Animation, Performance Marketing Creative, Paid Social, User Acquisition, App Store Optimization, Creative Optimization, A/B Testing, Digital Advertising, Brand Systems, Visual Identity, Scalable Asset Libraries, Video Editing, Short-Form Video

**Tools:** After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Figma, PowerPoint, Google Slides

## WORK EXPERIENCE

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### Moveworks AI

*Creative Services Consultant, LiveOps*

*09/2024 - Present*

- Delivered rapid-turnaround motion and static creative across eBooks, web, email, paid social, and sales enablement for enterprise marketing campaigns.
- Produced scalable motion and static assets across multiple formats while maintaining consistency with established brand systems.
- Simplified complex AI and enterprise software messaging into clear, engaging visual content for marketing and sales audiences.
- Partnered with marketing and sales teams to develop launch-ready creative with minimal oversight across multiple concurrent projects.
- Built reusable creative approaches and templates to support faster production and recurring campaign needs.

### Uber

*Content Design Producer*

*02/2023 - 06/2024*

- 350+ Custom Localized App Store Optimization Asset Sets - Produced hundreds of localized static and motion assets across Uber, Uber Eats, and Postmates for global app-store campaigns.
- Created high-volume marketing creative across multiple markets, formats, and storefront experiences under aggressive launch timelines.
- Produced motion and static assets for paid social, in-app, web, and app-store placements, adapting creative to platform-specific requirements.
- Audited and improved Figma design systems to maintain visual and motion consistency across marketing and product surfaces.
- Partnered with product, marketing, legal, engineering, and regional teams to deliver launch-ready creative and iterate based on feedback and performance signals.

### 17LIVE Inc.

*Motion Graphics Designer*

*12/2020 - 07/2022*

- Produced high-volume motion and static creative across social, web, in-app marketing, and livestream campaigns with rapid turnaround times.
- Created motion graphics and animated content tailored to North American audiences across multiple digital channels.
- Developed motion and static guidelines to establish a consistent visual language and improve campaign consistency.
- Storyboarded and executed full production cycles for livestream events while managing multiple simultaneous projects.

**Tonal***Growth Marketing Designer**04/2020 - 11/2020*

- Produced motion and static creative for paid social, YouTube, CTV, in-app, and digital display campaigns.
- Partnered with growth and media teams to develop and A/B test creative variations against conversion and retention goals.
- Designed performance-focused digital creative and iterated visual concepts based on campaign results and audience response.
- Created branded visual experiences for UX and marketing touchpoints to improve product clarity and customer engagement.

**Glu Mobile***Lead Marketing Designer**06/2018 - 07/2019*

- Directed creative strategy for user acquisition campaigns, app-store assets, and paid social advertising across mobile game titles.
- Used ROAS, CPI, and retention data to iterate and optimize campaign creative under tight production timelines.
- Developed scalable creative systems and templates to support rapid production of campaign variations across platforms.
- Collaborated with product and UA teams to translate game features into compelling, performance-oriented marketing assets.
- Led creative development from concept through production while balancing campaign performance, brand, and production requirements.

**Warner Brothers Games***Designer / Video Editor**04/2017 - 04/2018*

- Produced static and video marketing assets for mobile game titles, including trailers, paid social ads, app-store creative, and promotional content.
- Created campaign creative across paid and organic channels under rapid production timelines.
- Translated established entertainment IP into digital marketing assets while maintaining brand and visual consistency.

**GREE International Entertainment Inc.***Marketing Graphics Designer**08/2013 - 12/2016*

- Designed static and motion advertising campaigns optimized through A/B testing against CPI and LTV.
- Built scalable ad templates for multi-platform campaigns to increase production efficiency and creative consistency.
- Created digital advertising, social media, app-store, and promotional creative for mobile game marketing campaigns.
- Trained teammates on Adobe Creative Suite and helped improve internal creative production workflows.

**EDUCATION**

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**San Francisco State University****2009 - 2013***Bachelors of Science: Design and Industry – Visual Communications***Coursera***UX Design Fundamentals***Coursera***Visual Elements of User Interface Design*