KEVIN GARCIA

Performance Designer & Video Editor

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I'm a Senior **Designer and Video Editor with over 5 years of experience in mobile User Acquisition**. I have successfully delivered more than 270 UA projects, converting thousands of viewers into users and depositors through performance-driven videos, original concepts, iterations, engaging video editing, and 2D/3D visuals designed to speak to each game's unique target market.

skillz

User Acquisition Designer
(CA, USA)
February 2019 - 2024
5 Years +

- Designed and edited video ads for paid UA campaigns, some of them achieving impressive performance metrics such as Spend over USD 4,000,000. Installs 290,000+, and an approximate CPI (Cost per install) of USD 16, for a single game. Due to its performance, this video campaign has been adapted for over 20 different games.

- **Developed 3D quality assets and** templates that have become part of the Design Assets Kits for several of Skillz's top-rated games.

- Made a wide variety of **performance-driven iterations** based on the data analysis of paid campaigns, and crafted creative solutions with metrics-driven results.

- Designed several App Store Optimisations, developing brand new quality assets, layouts, and concepts that led to increased installs, in some cases, inspiring the developers to use them in their in-game branding and events.

KAMPAI
VIDEO Y FOTO

Founder and Producer
(Margarita Island, Ven.)
January 2017 - 2019
2 years

- Founded a small audiovisual company and, as the leading producer, **developed project management skills**, an understanding of business models, and the ability to translate value propositions into creative marketing campaigns tailored for the audience.

- Learned to operate professional cameras, lenses, lights, and other equipment for photography and videography production.

Freelance Designer
(Worldwide)
August 2015 - Present

- **Designed quality visuals**, such as motion graphic videos, 3D product animation, graphic design, and video editing for clients in a wide variety of industries, such as Video Games, Software, Apps, Tech, Health, Pharmaceutical, restaurant chains, etc.

Skills

- **Advanced:** Motion Graphics, Video Editing, 3D Rendering, 3D Animation, Promotional videos, Post-production, Color Grading, Photo Editing, Graphic Design, Sound Design.
- **Intermediate**: KPIs analysis, Performance Marketing.

Softwares

- **Advanced:** Adobe Creative Cloud, After Effects, Cinema 4D, Premiere Pro, Photoshop, Lightroom, Illustrator
- **Intermediate:** Blender
- **Basic:** Unreal Engine

Languages

- **Fluent:** English
- **Native:** Spanish.

Education

- **Bachelor's Degree in Arts and Design**
  UNIMAR - Universidad de Margarita
  Isla de Margarita, Nueva Esparta. *Feb 2011 - May 2016.*

Learning Programs

- Unreal Engine 5: Epic Games - Learning program. (Basic)
- Augmented Reality with Spark AR.