

VIVIAN CHIANG

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WORK EXPERIENCE

Activision Blizzard Entertainment

Irvine, CA

Associate Digital Content Manager – Overwatch League

Apr 2022 - Present

- Launched Overwatch League's TikTok and Giphy accounts, gaining 8+ million views and 100K+ followers within 2 weeks
- Managed 2 agencies and 7 social media platforms utilizing Sprinklr and Excel, increasing community engagement by 50K followers
- Increased revenue by creating global marketing strategy for Overwatch and Call of Duty League, attracting new players and 700K+ views on Instagram Reels

Web Producer

Sep 2021 - Apr 2022

- Researched and designed an inclusive esports program (callingallheroes.gg) for PlayOverwatch and Overwatch League, resulting in over 2000+ visits within first hour of launch
- Led team of 3 to conduct 4K+ surveys, user research, interviews, and testing to redesign the 2022 homepage
- Produced responsive assets (i.e. Grand Finals Winner Banner) and published informative content onto Overwatch League Web & Mobile sites through a content management system

Puma

Ontario, CA

Sales Representative

Jun 2019 - Jan 2020

- Sold 2K+ merchandise by fostering relationships with customers through communication and rapport-building skills
- Prevented shoplifters from stealing thousands of dollars worth of inventory during holiday sale events

EDUCATION

University of California, Irvine

Master of Advanced Study in Criminology, Law, and Society

Jun 2022

Bachelor of Arts in Sociology

Sep 2020

UX/UI Bootcamp: University of California, Irvine

Certification in UX/UI Design

Apr 2021

EXTRACURRICULAR ACTIVITIES

Activision Blizzard King Design & Marketing Lead - Asian Pacific Islander Employee Network

Sep 2021 - Present

- Curated Diversity, Equity, & Inclusion graphic assets for over 900+ employees within ABK
- Improved network marketing by creating trendy promotional videos

SPARK Accel Design Lead

May 2021- Present

- Produced digital assets across all social media platforms to market and promote entrepreneur accelerator program for 6 start-ups
- Designed new call-to-action and increased Instagram followers by 7%

Stop AAPI Hate UX/UI Designer

Mar 2021

<https://bit.ly/stopaapihate>

- Designed a mobile app derived from Stop AAPI Hate social movement to raise awareness and promote positivity by providing new user roadmaps through news and resources, community events, real-time crime reports, donation trackers, and support for local businesses

YouTube - Content Creator

Apr 2018- Present

<https://www.youtube.com/@chiangishh>

- Film and edit videos to express and share travel, lifestyle, and fashion content while designing and customizing thumbnails from doodles and hand lettering

SKILLS

Technical: HTML5, Photoshop, Figma, Miro, Wrike, Trello, Qualitative Research, Adobe Creative Suite, SPSS, CSS, Microsoft Office, Canva, Sprinklr, Google Suite, Microsoft Suite, JIRA, ContentStack, iMovie

Social Media: Twitter, TikTok, Instagram, Snapchat, YouTube, Pinterest, Facebook, Discord, Twitch, Giphy

Soft: Strong decision-maker, Communication, Planner, Organized, Driven, Create effective solutions, Teamwork, Highly motivated

Language: Mandarin (Fluent)