

# VIVIAN CHIANG

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*Optimistic designer, marketer, and storyteller with a passion in improving products.*

## **WORK EXPERIENCE**

### **First Day Entertainment**

**Los Angeles, CA**

*A startup gaming studio focused on creating games for players to feel safe and play at their own speed.*

#### **Multimedia Marketing Product Manager**

**2024-2025**

- Content strategize and optimize multi-platform storytelling creatives for unreleased startup indie game, reaching over 44k+ engagement rate within 1 month, utilizing Adobe Premiere, Photoshop, and Canva
- Designed and created [manaland.io](https://manaland.io) website, collecting 85+ signups & 60+ Discord community members for an unannounced game in 2 weeks

### **Wong Fu Productions**

**Los Angeles, CA**

*Storytelling YouTubers with 3.19 M+ subscribers who curated a safe and inviting community for Asian Americans.*

#### **Social Media Marketing (Contract)**

**2024**

- Created 10+ social content assets in 3 weeks, reaching over 26.5k engagement rate, captivating the audience and brand visibility, utilizing Adobe Premiere, Illustrator, Photoshop, Figma, and Canva
- Conceptualized and templated Instagram Reels Cover streamlining workflow processes while optimizing Adobe Premiere editing settings to accommodate timely weekly posts as a contractor

### **Activision Blizzard Entertainment**

**Irvine, CA**

*Gaming company with 25 games where gamers connect and build a community.*

#### **Assoc. Digital Content Manager**

**2022-2023**

##### **Product Management**

- Launched Overwatch League's (Overwatch Esports) TikTok and Giphy accounts, gaining 8+ million views and 100K+ followers within 2 weeks through storytelling and relatable gameplay content
- Oversaw and managed timelines, milestones, and roadmap among 2 agencies and 7 social media platforms utilizing Sprinklr and Excel, increasing community engagement by 50K followers

##### **Global Marketing**

- Increased revenue by creating a global marketing strategy, UGC, and GTM for Overwatch and Call of Duty League, attracting new players worldwide, and 700 K+ views on Instagram Reels

##### **Web Producer**

**2021-2022**

##### **Research Analytics and Web Design**

- Researched and web-designed a responsive, inclusive esports program ([callingallheroes.gg](https://callingallheroes.gg)) for PlayOverwatch and Overwatch League, resulting in over 2000+ visits within the first hour of launch
- Led a team of product managers and designers to conduct 4K+ surveys, user research engagement, and testing to redesign the 2022 homepage user flow
- Produced and redesigned 5+ responsive web pages by wireframing in Figma, executing with HTML5 and CSS, publishing through ContentStack (CMS), and utilizing Wrike, MAM, and DAM systems for cross-collaborative creative assets on Overwatch League Web & Mobile sites

### **Asian Pacific Islander Employee Network**

**2021-2023**

#### **Community Building**

- Served concurrently as Design and Marketing lead, curating DE&I assets and annual theme with Adobe Suite, Figma, and Miro for over 1k+ employees through trendy promotional videos and monthly feedback
- Sourced and distributed API-owned small businesses for API Heritage Month, Lunar New Year, and Mooncake Festival to celebrate globally with internal ABK employees

## **EDUCATION**

### **University of California, Irvine**

**Irvine, CA**

Master of Advanced Study in Criminology, Law and Society

**2022**

Certification in UX/UI Design

**2021**

Bachelor of Arts in Sociology

**2020**

## **SKILLS & INTERESTS**

**Technical:** HTML5, Figma, Wrike, Adobe Creative Suite, SPSS, CSS, Microsoft Office, Sprinklr, CMS, Canva, DAM

**Language:** Mandarin, Taiwanese

**Hobbies:** YouTube (Content Creation), Video Editing, Fashion, Miss Taiwanese American Ambassador '23