

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 manaland.io website, collecting 85+ signups & 60+ Discord community members for unannounced game in 2 weeks

Wong Fu Productions

Los Angeles, CA

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

Social Media Producer (Contract)

2024

- Created 10+ social content assets for in just 3 weeks, reaching over 26.5k engagement rate captivating 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/Intern

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 by storytelling through 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 and 700K+ views on Instagram Reels

Web Producer

2021-2022

Research Analytics and Web Design

- Researched and web-designed a responsive inclusive esports program (callingallheroes.gg) for PlayOverwatch and Overwatch League, resulting in over 2000+ visits within the first hour of launch
- Led team of 3 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 utilized DAM systems for cross collaborative creative assets onto Overwatch League Web & Mobile sites

Asian Pacific Islander Employee Network

2021-2023

Community Building

- Served concurrently as Design and Marketing lead and curated DE&I assets with Adobe Suite, Figma, and Miro for over 1k+ employees through trendy promotional videos, mood boards, 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, Gaming, Fashion, Miss Taiwanese American Ambassador '23