



Jezreel Callejas

Visual Designer, Illustrator, Primary Instigator

CONTACT INFORMATION

jez@supersidequest.com

[linkedin.com/in/jezreeljay](https://www.linkedin.com/in/jezreeljay)

PORTFOLIO

<https://supersidequest.com>

SKILLS

Art Direction
Brand Development
Design Systems
HTML/CSS/JS
Iconography & Illustration
Layout & Typography
Motion Graphics
Photography
Print & Digital Marketing
Product & Packaging Design
Social & Email Marketing
Video Editing
UI/UX Design

TOOLS

Adobe Creative Cloud
• Photoshop
• Illustrator
• InDesign
• After Effects
• Premiere Pro
• Lightroom
Cinema 4D
Figma
Google Workspace
Keynote
Microsoft Office 365
WordPress

EDUCATION

UC San Diego
Bachelor of Arts (BA)
Visual Arts: Media • 2011

SUMMARY

Born and raised in **San Diego, CA**, I'm a visual design generalist and illustrator with 4 years of experience in the video game industry, working at both AAA and indie studios. But before venturing into video games, I built my design expertise through a successful 6 year career in corporate branding and marketing communications. With work spanning game development and publishing, I've helped develop the visual design of critically acclaimed IPs like [World of Warcraft](#), [MLB The Show](#), and [Spellbreak](#). My focus is in building scalable design systems, memorable marketing creative, and fostering healthy design team cultures. In my free time I'm on a more questionable venture—training to run a backwards marathon (eventually). I've already started so I can't turn back now!

EXPERIENCE

Blizzard Entertainment • Irvine, CA

Graphic Designer – Creative Marketing Services, *World of Warcraft*

August 2022 – Current • Contract – Remote

- Developing on-brand logos, title treatments, style guides, and supporting marketing graphics for future *World of Warcraft* expansions and tentpole esports events
- Maintaining design systems, documentation, and design templates for owned and operated marketing channels, including blizzard.com and battle.net
- Providing high-volume graphic design and motion graphics support for weekly ad-hoc marketing initiatives and email marketing campaigns

PlayStation, San Diego Studio • San Diego, CA

Digital Artist & Graphic Designer – Live Team, *MLB The Show*

September 2021 – August 2022 • Contract – Remote

As part of a small and tight-knit group of designers for the studio's Live Team, I helped develop and elevate the visual design of front-end UI assets in *MLB The Show 21* and *MLB The Show 22*:

- Created original concept art, key art, and design templates for tentpole content programs, including the 2022 All-Star Game and Home Run Derby programs in *MLB The Show 22*
- Provided high-volume graphic design and illustration support for in-game live content assets, including pack art, card art, profile banners, icons, and program announcements

Proletariat Inc. • Boston, MA

Marketing Artist – Creative Services, *Spellbreak*

October 2020 – September 2021 • Permanent – Remote

Before departing after *Spellbreak* ceased development and publishing efforts, I serviced live ops marketing and design needs for the studio's innovative multiplayer spell-casting game:

- Developed and elevated the visual design of digital marketing, email marketing, and release trailer motion graphics across social and owned and operated marketing channels
- Designed original sub-branded logos for *Spellbreak Chapter 2: The Fracture* and *Spellbreak Chapter 3: The Wardens*
- Worked closely with production and marketing leadership to develop workflows, documentation, and design templates for recurring marketing and promotional campaigns
- Designed and delivered on-spec release imagery and store takeover art for all major gaming platforms: PS4, PS5, Xbox, Xbox Series X-S, Switch, Steam, Epic Games Store, and Amazon



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EXPERIENCE (CONTINUED)

DeviantArt Inc. (Wix.com Ltd. Subsidiary) • Los Angeles, CA

Graphic Designer – Creative Studio

April 2019 – October 2020 • Permanent – Hybrid

Partnered with cross-functional product marketing teams to lead and execute the visual design of brand-partnered community activations and global marketing campaigns for the world's largest online social network for art, with over 75 million registered users worldwide:

- Defined scope, created wireframes, and designed high-fidelity mockups for marketing landing pages, leveraging the capabilities of DeviantArt's proprietary publishing platform
- Designed and illustrated original key art, logos, spot illustrations, and static/motion graphics, optimized for web pages, promotional videos, social media posts, and email marketing
- Collaborated with production and marketing leadership to develop workflows, documentation, and design templates for recurring marketing activations and campaigns across social and owned and operated marketing channels
- Provided art direction and feedback to copywriters, developers, and junior designers on web pages and marketing creative to ensure message clarity and design accuracy

Siege Media • San Diego, CA

Senior Graphic Designer

September 2017 – September 2018 • Permanent – Hybrid

Led and executed the graphic design and illustration of content marketing initiatives for agency clients, including Fundera (NerdWallet), ShutterFly, Invaluable.com, and The Zebra:

- Collaborated with marketing and design colleagues to brainstorm, develop, and successfully pitch content proposals to agency clients
- Created high-ranking search-driven infographics and blog content tailored to each client's brand guidelines, industry vertical, and target audience

UC San Diego • La Jolla, CA

Senior Graphic Designer – Creative Services and Publications

January 2016 – September 2017 • Permanent – Onsite

- Designed flagship marketing collateral for UC San Diego's \$2 billion capital campaign to promote and celebrate the university's position as a top-10 research & academic institution
- Redesigned UC San Diego's weekly email newsletter template to align with new brand guidelines and content needs—from defining scope, creating wireframes, and designing high-fidelity template mockups
- Created new workflows and design templates for print and digital publications to alleviate pain points in content development and design production
- Maintained close relationships with external print vendors to develop design solutions for tentpole print projects

Graphic Designer – Creative Services and Publications

January 2015 – December 2015 • Contract – Onsite

- Collaborated with writers and photographers to design original title treatments for lead articles published in UC San Diego's weekly email newsletter
- Executed the design and layout of recurring printed and digital publications
- Provided graphic design and illustration support for individual department and campus-wide marketing initiatives tailored to various target audiences—including students, staff, administration, alumni, and donors.