

# ALEX CHENG ZHAO

## SENIOR MOTION DESIGNER | USER ACQUISITION & PERFORMANCE CREATIVE

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## PROFESSIONAL SUMMARY

Senior motion designer and growth artist with 8+ years of experience across motion design, video production, compositing, 3D, and digital creative, including **7+ years focused on mobile gaming and user acquisition**.

Experienced in creating performance-driven video ads from concept through final delivery, combining gameplay, motion graphics, typography, editing, sound, and visual effects for mobile-first platforms. Strong background in rapid creative iteration, campaign versioning, performance-informed design, and cross-functional collaboration with marketing, analytics, product, and creative teams.

Advanced in Adobe After Effects, Premiere Pro, Photoshop, and Illustrator, with additional experience in Blender, Cinema 4D, CapCut, Unity, and AI-assisted creative workflows.

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## CORE SKILLS

### User Acquisition & Performance Creative

Mobile game advertising | Paid social | Direct-response creative | Creative testing | Hooks & CTAs | Campaign iteration | Performance-informed design

### Motion Design & Editing

2D animation | Kinetic typography | Gameplay editing | Visual storytelling | Compositing | Short-form video | Pacing | Sound design

### Creative Production

Concepting | Storyboarding | Rapid versioning | Localization | Modular templates | Asset organization | QA | Multi-format delivery

### 3D & Emerging Workflows

Blender | Cinema 4D | Unity | AI-assisted concepting & asset generation | Real-time workflows

## TOOLS

Adobe After Effects | Adobe Premiere Pro | Adobe Photoshop | Adobe Illustrator  
Blender | Cinema 4D | CapCut | Unity | AI-Assisted Creative Tools

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## PROFESSIONAL EXPERIENCE

### SENIOR GROWTH ARTIST / GROWTH ARTIST

**Uken Games | Toronto, ON / Remote | 2019–Present**

- Concept, design, animate, and edit performance-driven video ads for global mobile game user-acquisition campaigns.
- Create mobile-first short-form creative combining gameplay, motion graphics, typography, visual effects, editing, and sound.
- Translate campaign goals, game mechanics, audience insights, and performance feedback into engaging creative concepts.
- Develop multiple variations of successful concepts by testing hooks, pacing, visual treatments, messaging, gameplay sequences, and formats.
- Produce and adapt creative for paid social and digital channels across multiple aspect ratios, resolutions, markets, and audiences.
- Collaborate closely with marketing, analytics, product, art, and production teams to align creative direction with campaign performance.
- Use data-informed feedback to refine concepts and develop new creative iterations.
- Build reusable motion templates and scalable workflows supporting high-volume production.
- Integrate 3D, Unity-based assets, and AI-assisted tools into creative workflows where appropriate.
- Maintain strong standards for animation polish, file organization, version control, and final delivery.
- Support team workflows and creative quality through knowledge sharing and production best practices.
- Promoted to Senior Growth Artist in 2024.

### MULTIMEDIA DESIGNER

**OTT Financial Group | Toronto, ON | 2019**

- Produced motion graphics, video, presentation content, and digital marketing assets for corporate communications.
- Created brand-consistent visual content and delivered polished materials under tight production timelines.

## COMPOSITOR

**Legend 3D | Toronto, ON | 2017–2018**

- Composited visual-effects shots for feature-film productions within a structured studio pipeline.
- Performed tracking, masking, cleanup, colour matching, shot refinement, and revisions while maintaining quality and continuity.

## FREELANCE DIGITAL ARTIST

**Circus Image Canada | Toronto, ON / Remote | 2017–2023**

- Created motion graphics, animation, visual effects, and multimedia content for commercial and media clients.
  - Managed projects from concept through final delivery while balancing creative direction, client feedback, and production deadlines.
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## SELECTED QUALIFICATIONS

- **7+ years creating user-acquisition and performance creative for mobile gaming**
  - Strong understanding of mobile game mechanics, gameplay presentation, and mobile-first visual language
  - Advanced After Effects expertise with strong Premiere Pro, Photoshop, and Illustrator skills
  - Strong sense of visual pacing, rhythm, typography, animation, and short-form storytelling
  - Experience developing and scaling successful concepts through rapid creative variation
  - Comfortable using creative performance feedback to inform new iterations
  - Experience with Blender, Cinema 4D, Unity, and real-time 3D workflows
  - Familiar with AI-assisted concepting, asset generation, and production acceleration
  - Experienced in managing multiple deliverables in fast-paced creative environments
  - Strong cross-functional collaborator with marketing, analytics, product, art, and production teams
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## PORTFOLIO

[vimeo.com/chengzhao3d](https://vimeo.com/chengzhao3d)

Motion Design | Mobile Game Advertising | Performance Creative | 3D | Visual Effects