

ilona “Lana” Paslawski

A collaborative, self starter that is well organized, a jack of all trades, problem solver, and Maya and Photoshop wizard. Passionate about brand identity, trends, pop culture, and social media, that also values cross-functional communication. All in all, the high quality all-purpose glue your marketing team is looking for.

EXPERIENCE

Backflip Studios, Boulder, CO — Marketing Artist & Generalist

July 2015 - October 2018

While adhering to brand guidelines, created static and video content for mobile games including social media, app store assets, key art, ad network, user acquisition, print, cons, and schwag. Animated 2.5D and 3D characters as well as rendered high-quality assets for video and cinematics. Created on-style illustrations and planned storyboards. Collaboratively worked on presentation decks, marketing strategies, launch plans, and PR packages. Photographed internal events and headshots. Project and digital marketing asset manager experience.

Backflip Studios, Boulder, CO — 2D Artist

April 2012 - July 2015

Artist on mobile games including DragonVale; designed characters and built puppets for rigging and animation. Created training material for future employees. Created multiple in-game assets including particle effects and UI icons. Participated in brainstorming on new features.

Freelance Designer and Photographer

June 2008 - Present

Photographed athletes and professional headshots. Designed branding assets, logos, business cards, and characters. Designed snowboarding event posters and logos.

Comet Press, Chicago, IL — Graphic Designer/Customer Service

April 2008 - November 2009

Designed art for digital, print, large scale, and offset printing. Communicated with clients and created and modified work for printing. Managed time while handling multiple projects and tasks. Designed book covers, business cards, posters, flyers, logos, and other client requests.

EDUCATION

Bachelor of Fine Arts, Media Arts and Animation

Illinois Institute of Art Chicago - Chicago, IL

Scholarship Competition Winner 2004 - Art displayed in MoCA - Chicago
Continuing Education Courses through: **Schoolism, Skillshare, 3DMotive, Creative Live**

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SKILLS

Digital & Mobile Advertising

Social Media Planning & Content

Concept & Previz

Storyboards

Illustration

Logos & Icons Design

Photo Manipulation & Retouching

Rigging

3D/2D Animation

3D Modeling

Motion Graphics

Particle Effects

Project Management

TOOLS

Adobe Suite CC - Photoshop, Illustrator, After Effects, Lightroom, InDesign, Premier

Autodesk Maya

Marmoset Toolbag

Unity 5

Cinema 4D

ZBrush

Asana

Perforce

Jira & Confluence

Powerpoint

DUIK

AWARDS & PROJECTS

DragonVale - #1 Top Grossing iPad App of 2012/#4 Top Grossing iPhone App of 2012