

Jose Martinez

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Professional Summary

Creative Director and AI creative technology leader with 12+ years of experience building performance creative teams, production systems, and interactive advertising programs across gaming and consumer technology. Led teams of designers and developers, shipped 480+ playable onboarding experiences across 25 games, and directed creative contributing to 80K+ tracked subscribers. Brings creative direction, user acquisition insight, and practical AI workflow implementation to scalable creative operations.

Key Skills & Expertise

Creative Direction, Team Leadership & Mentorship • Performance Creative, User Acquisition & A/B Testing
Generative AI, Creative Technology & AI-Assisted Prototyping • Playable Ads, Interactive Experiences & Creative UX • Creative Operations, Workflow Design & Production Systems • Cross-Functional Leadership, Partner & Studio Relationship Management

Professional Experience

Jest | Remote

Creative Director (May 2025 – August 2026)

- Joined as the first hire in the creative department, initially reporting directly to the CEO and building the function from the ground up across team structure, workflows, documentation, tooling, training, and quality standards.
- Recruited and led 6 full-time designers and 5 game developers (3 core, 2 contract) spanning playable UX/ mockups, video, static creative, and interactive development; translated Growth strategy into assignments, feedback, and creative direction.
- Built an operation that shipped 480+ interactive playable onboarding experiences across 25 games, including a playable-to-messaging signup flow; scaled output from approximately 13 to 60 experiences per month.
- Directed creative contributing to 80K+ tracked new subscribers, with playable onboardings outperforming direct-to-game acquisition across most comparable titles, including roughly 50% lower cost per subscriber in several core casual and puzzle games.
- Served as the final creative quality gate across playables, video, and static advertising; combined Growth performance learnings with SocialPeta market and competitive research to identify creative trends and inform concepts, iterations, and production priorities.
- Improved AI-assisted creative workflows while researching and evaluating tools including Flora AI, RunwayML, OpenArt, and Magnific for production use.
- Built lightweight internal production tools using Google AI Studio and Firebase, including batch image conversion and automated audio conversion/compression that replaced repetitive manual production steps.
- Worked directly with ~10 external game studio partners, coordinating assets, creative production, feedback, revisions, and delivery across approximately 6 active relationships at a time.

AppLovin | Palo Alto, CA

AI Lead Designer (April 2024 – January 2025)

- Promoted into a newly created AI-focused leadership role after proactively introducing emerging AI tools; researched, vetted, and implemented new AI technologies in partnership with Creative Operations and department leadership, helping reduce production time by ~50% across selected AI-assisted workflows.
- Trained 40+ designers on generative AI through documentation, demos, workshops, and hands-on workflow training.

- Led a 15-person outsourced design team across hiring, onboarding, development, quality standards, and performance.
- Partnered with Google, Adobe, and RunwayML to evaluate enterprise AI technologies, coordinate testing and training, and assess production fit.
- Selected by the CMO to advise a partner company's leadership and Art Director on AI-assisted creative workflows while supporting AI adoption across internal teams.

Lead Designer *(October 2021 - April 2024)*

- Led and mentored designers while remaining hands-on in high-performing video, playable, and interactive advertising for mobile games and consumer apps.
- Used A/B testing, proprietary performance data, Sensor Tower market research, and competitive analysis to identify emerging mobile gaming trends and high-performing creative patterns, translating insights into new concepts and creative iterations.
- Developed reusable After Effects templates and production systems that accelerated output and improved consistency across internal and outsourced teams.

Senior Designer *(May 2018 - October 2021)*

- Handpicked by the department director to serve as Interim Manager for four months, leading seven designers while continuing individual creative responsibilities.
- Produced performance-driven video and playable advertising across mobile games using Sensor Tower market research, competitive analysis, and campaign data to identify mobile gaming trends and high-performing creative patterns that informed new concepts and iterations.

Storm8 | San Mateo, CA

Marketing Art Consultant *(May 2018)*

- Advised studio leadership on establishing a scalable marketing art function, including team structure, production pipelines, and creative best practices; also contributed marketing art for an upcoming mobile title.

Machine Zone | Palo Alto, CA

Lead Marketing Artist *(2016 - 2018)*

- Directed and developed 7 designers, overseeing creative review, feedback, professional growth, and quality standards across large-scale user acquisition campaigns.
- Led major creative initiatives for Game of War, Mobile Strike, and Final Fantasy: A New Empire while improving coordination and production practices with marketing teams.

Senior Marketing Artist *(2015 - 2016)*

- Recognized as department MVP for contributions to creative quality, operational efficiency, and team development.
- Trained designers and contributed to major campaign launches, including Mobile Strike and Final Fantasy: A New Empire.

Marketing Artist *(2014 - 2015)*

- Produced static and animated performance creative while helping establish production practices that improved turnaround and consistency.

Tools & Technologies

Creative: Photoshop, After Effects

AI & Creative Tech: RunwayML, ChatGPT, Claude, Midjourney, Flora AI, Magnific, Adobe Firefly, ElevenLabs

Workflow & Prototyping: Google AI Studio, Firebase, Notion, Asana

Education

San José State University

Bachelor of Fine Arts (BFA), Animation/Illustration | 2007 - 2012