

# TEKA COCHONNEAU

LEAD GRAPHIC ARTIST

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[LinkedIn Profile](#)

<http://tekadesigns.com>

## Professional Summary

Hello. I am a graphic artist living and working in Berlin, Germany. I studied Digital Media and have a BA in Internet Interaction from the University of Central Florida. Most of my career I have worked freelance either for clients or as a stock illustrator.

## Experience

### **Sr Product Designer / Online UA Marketing - Gamebook Technology, Berlin — August 2018 - August 2020**

UI and Brand artist for the game My Love for mobile platforms. After release of the game to the market I was responsible for user acquisition graphics and new feature planning and UI creation.

- Branding / Logo / Key Art / App Store designs for mobile games and products.
- Creating Decks and presentations for current products and spec products.
- Provided and updated marketing materials for user acquisition campaigns and marketing initiatives for Gamebook Technology focusing on My Love.
- Redesigned the UI for the mobile game My Love.

### **Sr Graphic Artist - Smilegate Games, Berlin — May 2017 - July 2018**

Online marketing for Gaming. Including branding, logos, design and promotional advertisements for new and established games in the industry.

- Managed a team of artists to provide design assets for Crossfire Europe user retention initiatives and in game events.
- Created and collaborated with the marketing and game teams to provide marketing materials and branding for new mobile games.
- Provided and updated marketing materials for influencer campaigns and marketing initiatives for Smilegate and Crossfire Europe.

### **Lead Graphic Artist - Jillibean Soup, USA — 2012 - 2017**

Lead Graphic Artist for a Paper and Scrapbooking Company. Suppliers included large chains like Michaels Arts and Crafts to Joann fabrics to small boutique shops. Products we created ranged from patterned paper, stickers, acrylic stamps and wood products primarily used for crafting and home decor.

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Started as a Jr Artist in 2012 and became Lead Artist managing a 2-3 artist team around 2014.

- Training and help lead a small team of artists about best practices and workflow.
- Work with owner/CEO to design concepts for future products.
- Maintain communication between owner/CEO and factories in china to develop and design products based on release cycles.
- Maintain marketing materials and website to correspond to our release cycles.

### **Stock Illustrator, iStock Photo / Getty Images — 2003-2012**

Vector Illustrator for stock illustrations.

### **Ux/UI artist, FPMI Solutions — 2006-2007**

Worked for a military contractor to develop interactive training materials in Flash applications.

## **Education**

**Bachelor of Arts** degree in Digital Media Internet and Interactive Entertainment,  
University of Central Florida, Orlando Florida - 1996

## **Skills**

Adobe Suit of Products (Illustrator, Photoshop, InDesign, and AfterEffects). Ability to work under tight deadlines and find the most efficient workflow to accomplish tasks at hand. I work well with others and in a team setting.

Please feel free to check my linked in for referrals and my website for work examples.

Looking forward to hearing from you!

## **References**

Marc Otsuka, Product Owner, Gamebook - [marc.otsuka@ryoto.com](mailto:marc.otsuka@ryoto.com)

Nico Nowarra, Narrative Director, Gamebook - [n.nowarra@gmail.com](mailto:n.nowarra@gmail.com) 0178 / 636 636 1

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