



Riel Phillips

Senior Motion UX Designer at IMDb.com / Amazon

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Summary

I am a dedicated interactive motion and UX designer based in Los Angeles, with over 10 years of digital advertising experience. Throughout my career I have worked on everything from music videos to product design, pushing myself creatively for the love of collaboration. I enjoy learning every aspect of my craft and am constantly looking for ways to stay inspired through any creative outlet. Currently, I am a Senior Motion UX Designer at IMDb, where I create dynamic designs and animations for premium ad placements, as well as wireframe and prototype digital products from the ground up. I recently lead a huge design effort to create IMDb's first ever data analytics platform - a tool that helps advertisers make better marketing decisions for their theatrical campaigns.

Proficiencies

Creative Direction	Mentoring	User Experience	Project Management
After Effects	Sketch	Photoshop	Indesign
Invision	Prototyping	Cinema 4D	Illustrator

Experience

Senior Motion UX Designer at IMDb.com / Amazon

August 2015 - Present

Concept, design and animate custom experiences for the year's biggest theatrical releases on IMDb. Work with developers to design a fully-featured analytics tool using React and Sketch. Lead focus groups, A/B test and prototype new designs pre-launch.

Senior Interactive Motion Designer at RED Interactive Agency

January 2014 - August 2015

September 2011 - July 2013

Concept, design and animate interactive online ads for high profile clients. Create stunning motion graphic pieces using Adobe After Effects and Cinema 4D. Onboard and train interns and non creatives in Adobe tools such as Photoshop. Clients included Paramount, Netflix, Bravo, Disney, ESPN, and Nike.

Digital Design Manager at NBC Universal

July 2013 - January 2014

Managed the online creative marketing for 23 of NBC's biggest shows. Designed, animated and developed (using AS3) interactive ad placements and custom takeover experiences to help push the boundaries and limits of online marketing.

Motion Designer at Euro RSCG

September 2010 - September 2011

Lead Motion Designer for national campaigns such as Blockbuster, Humane Society of the United States, Usell and more. Job duties include art direction, animation, and robust file management.

Motion Designer at Hautelook

August 2009 - October 2010

Worked with brands like Joes Jeans, AG Jeans, Juicy Culture, D&G, and more. Shot and animated videos for upcoming sales, animated logos, titles and in-house videos. Trained new talent on day to day processes.



Education

Brooks Institute

B.A, Commercial and Television Production, 2005 - 2009

Baylor University

Pre-Medical Studies, 2003 - 2004

Recommendations

"Riel is amazing. His raw talent, eye for design and motion, positivity and a pursuant attitude make him an asset to any team that has the privilege of working with him. He's committed, constantly learning and teaching, and is genuinely a pleasure to work with!"

Gabe Watkins, while at RED Interactive Agency

"Riel worked at HauteLook in the Content Design department producing videos about our sale events. During his time here, Riel helped elevate the level to which we produced these videos. He used his expertise in motion graphics to create compelling and engaging videos that markedly increased the viewership of this content. Working with Riel was always a pleasure; his positive attitude, hard work, and teamsmanship made him an invaluable part of the HauteLook family."

Kevin Diamond, while at Hautelook

"Riel makes an immense contribution to the work environment and culture because he is just very nice, respectful and cool guy. He always keeps a level, head, asks the right questions, and he is the ultimate example of grace under pressure. He gives and receives feedback with an open mind and no ego. All around great artist, great guy, and great team member."

Greg Nichols, while at RED Interactive Agency

"Ever have one of those days at work where you're convinced that management, your coworkers, the client, and the universe in general, are conspiring to flush your campaign down the sewer? If so, you want a guy like Riel on your team. He's a refreshing reminder that there are indeed folks in advertising who never stop trying to create innovative, top-notch solutions to the unending barrage of obstacles this industry throws at us. His technical skill seems only to expand and improve every day, which makes him the go-to guy for all the other graphic artists, with whom he's only too happy to share his knowledge. He's smart, creative and eternally optimistic - and just one of those guys who just gets it. Plain and simple. He'll be running the show wherever his career takes him."

Ali Smith, while at EURO RSCG Edge

THANK YOU