



Riel Phillips

UX Design Manager at IMDb.com, an Amazon Company

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Summary

I have over 10 years of experience in Motion, Animation, UX and Interaction Design in the advertising and digital space. As a California film school graduate born on the island of Trinidad and Tobago, I have created consumer centric experiences viewed by millions of users around the world on a myriad of platforms. I currently manage a team of UX designers based in LA, Seattle and UK, that help build innovative advertising products for IMDb. As a revenue driven team, I have created mechanisms and programs to help develop repeatable, successful strategies that also raise the visual and interactive bar. I have spoken at recruiting events as part of the Amazon's BEN (Black Employee Network) and have volunteered to create brand building seminars in Chiquilá, Mexico as part of Hands Offering Hope. As an Individual Contributor, I created the first interactive data tool for IMDb called IMDb Insights, that helped Brands and Studio Partners better strategize their marketing campaigns. I have previously worked on music video and visual effects campaigns with over 50 Million Views on Youtube.

Proficiencies

Product Design

Mentoring

User Experience

Project Management

After Effects

User Studies

Photoshop

Illustrator

InDesign

Prototyping

Invision

Sketch

Experience

UX Designer Manager at
IMDb, an Amazon Company

May 2018 - Present

Manage an amazing team of talented designers at the IMDb Creative Studio. As an internal agency of sorts, Creative Studio leads the experimentation and prototyping of new advertising products that our customers love.

Senior Motion UX Designer at
IMDb, an Amazon Company

August 2015 - April 2018

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.

Interactive Motion Designer at
RED Interactive Agency

January 2014 - August 2015

September 2011 - July 2013

Build and animate interactive online ads for high profile clients. Create engaging motion graphic pieces using Adobe After Effects and Cinema 4D. On board 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.



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