



# Riel Phillips

UX Design Manager at IMDb.com, an Amazon Company

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## Summary

I've spent the last year leading innovation at the IMDb Creative Studio. Our team is tasked with creating awareness and performance based advertising products that our customers love. Before my current role, I spent ten years as an interactive motion designer, and have so much love for the design and motion industry. I've used my talents to raise the visual and motion bar at IMDb, and my passion for learning has helped me be a service minded leader for my team.

## Proficiencies

Product Design

Mentoring

User Experience

Project Management

After Effects

Cinema 4D

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**

Concept, design and animate interactive online ads for high profile clients. Create stunning 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