

ARIEL HART



Art Director (Animation)

arielhart.com

linkedin.com/in/arielhart/

I work as a motion graphic designer and illustrator. I'm excited about new media, team-building, education, and creative mentorship. In my personal work I cross imaginary products and genuine brand marketing. With a preferred medium of GIF (hard G), I consider social media an artist's statement and living will. I live and work in LA and am open to animation-first projects.

SKILLS

Team Leadership, Adobe Suite, Motion Graphics, Illustration, After Effects, Animation Pipeline, Storyboarding, Compositing, Traditional Animation, Experimental Animation and Design

WORK HISTORY

09/21 - 07/22 | **Sr. Art Director** *Narrative*, Los Angeles

Content ideation and creation for Minions, Jurassic Park and Sing 2 theatrical campaigns.

07/20 - 06/21 | **Motion Graphic Designer** *HAUS*, Los Angeles

Working exclusively for Netflix doing a range of work from title design to animation in social.

01/19 - 12/21 | **Animation Consultant** *Slaqr*, Los Angeles

Animation curation, commissioning, and advising on capabilities for the FXX series 'Cake'.

07/18 - 12/18 | **Art Director** *Attn: Media*, Los Angeles

Re-building a team of freelance and full-time animators to create fast-paced branded news media

06/15 - 04/18 | **Art Director** *Fullscreen Media*, Los Angeles

I continued to grow and support a central team of motion graphic designers, illustrators and video editors serving the social agency's clients. Guiding our creatives through McBeard's acquisition and working to bridge our media department with Fullscreen's team/offerings. Ultimately, we transitioned into smaller specialized teams working closer to each client.

03/13 - 06/15 | **Art Director** *McBeard*, Los Angeles

I led a team of motion graphic designers, editors, and illustrators in social media content creation. I developed the motion graphics pipeline and oversaw day-to-day operations. I made sure that we created the right video content for big brands including Fox, Sony, Mattel, and Coca-Cola.

EDUCATION

09/07 - 05/10

Master of Fine Arts: Experimental Animation

California Institute of The Arts - Valencia, CA

06/03 - 05/07

Bachelor of Arts: Animation

Kansas City Art Institute - Kansas City, MO