

 [www.arielleray.com](http://www.arielleray.com)

 [arielle.ray.design@gmail.com](mailto:arielle.ray.design@gmail.com)

 [/in/arielleray](https://www.linkedin.com/in/arielleray)

 [@arielle\\_designs](https://www.instagram.com/arielle_designs)

# ARIELLE RAY

visual storytelling / motion design / art direction

## EXPERIENCE

### FREELANCE

VARIOUS

MAY 2020 - PRESENT

- Produce brand-defining promo video and graphics packages for streaming platforms;
- Create and edit visual content in multiple iterations for social media platforms;
- Conceive, present and create original video ideas, managing them from start to finish.
- Creative direct short video segments, incorporating graphics and video footage;
  - Clients include HBO, Netflix, IWMF, ICFJ, Gofundme, Meta, the Washington Post, and Tyson

### ADJUNCT FACULTY

THE NEW SCHOOL

SPRING 2017, FALL 2022

- Teach Motion Graphics course under Eugene Lang's Journalism and Design program.
- Provide instruction on software basics in Adobe After Effects, and Photoshop;
- Workshop script writing and research to help students create short news video.

### GRAPHICS EDITOR

THE NEW YORK TIMES

SEPT 2020 - MARCH 2021

HIGHLIGHTS

- Created annotations to highlight political unrest, natural disasters and geopolitical conflict;
- Provided graphics support to the Pulitzer-winning Visual Investigations team;
- Used Mogrts and expressions to automate annotations for video editors;
  - [Capitol Riot coverage](#) was a Pulitzer finalist & cited in the Trump impeachment hearings.
  - [Oath Keeper Investigation](#) graphics were used in several FBI person of interest reports.

### ART DIRECTOR

QUARTZ

AUG 2018 - MAY 2020

HIGHLIGHTS

- Provided motion graphics direction and oversaw branding strategy for Quartz video team;
- Worked with freelance animators, editors and illustrators to create animated assets;
- Collaborated with product to provide UX and art direction for video web pages;
- Created, maintained and updated the video team graphics template using Adobe Mogrts;
  - Art directed and animated [SABEW](#)- and [WEBBY](#)-winning video series [Because China](#);
  - Managed & art directed [Quartz news](#), a LOEB-nominated FB news show;

### VIDEO JOURNALIST

QUARTZ

JAN 2017 - AUG. 2018

HIGHLIGHTS

- Produced, reported, and scripted motion graphics-driven explanatory and social video;
- Created, organized and managed the video template shrinking size by over 200%
- Oversaw quality control processes for YouTube, monitored analytics and curated videos;
  - YouTube subscriber base increased over 500% from 18k to over 115k within two years;
  - Received a [SABEW](#) and [LOEB](#) Award for the [Future of Money](#) video series.

### VIDEO JOURNALIST

THE WALL STREET JOURNAL

SEPT 2014 - JAN 2017

- Produced, scripted and reported short-form videos individually and within a team;
- Ran training workshops to elevate coworkers' graphics techniques;
  - Traveled to Hong Kong to give a graphics training session to WSJ Asia;
  - Received a [Top 30 under 30 Award](#) from NAA for excellence in news video.

## AWARDS

|                                     |      |
|-------------------------------------|------|
| <a href="#">Pulitzer Finalist</a>   | 2022 |
| <a href="#">Webby Award Winner</a>  | 2020 |
| <a href="#">SABEW Award Winner</a>  | 2019 |
| <a href="#">Murrow Award Winner</a> | 2019 |
| <a href="#">LOEB Award Winner</a>   | 2018 |
| <a href="#">NAA top 30 under 30</a> | 2016 |

## AFFILIATIONS

NABJ  
Panimation

## EDUCATION

UNIVERSITY OF MIAMI — CORAL GABLES, FL — B.S. in communications 2010 - 2014  
Double Major: Visual Journalism and English Literature with an Art Minor

## SOFTWARE AND SKILLS

|                      |                 |              |                  |               |
|----------------------|-----------------|--------------|------------------|---------------|
| Design               | Motion Graphics | Illustration | Branding         | Art Direction |
| <b>After effects</b> | Premiere        | Illustrator  | <b>Photoshop</b> | Figma         |