



RYAN ARTELL

As an award-winning Art Director based in Los Angeles, Ryan brings over 14 years of extensive experience in advertising, motion graphics, and print design. Renowned for his meticulous attention to detail and innate leadership abilities, Ryan continuously evolves to stay ahead of industry trends. His passion lies in collaborating with clients to transform their visions into reality, firmly believing that the best work emerges when all departments coalesce toward a unified outcome.

EXPERIENCE

Freelance - Art Director - LA

MAR 2023 - CURRENT

- Partnered with Future to develop an engaging social media content series highlighting the app's benefits. Collaborated closely with Future's marketing team and CEO to produce a short-form video showcasing their new AI capabilities, leading to new partnerships with clients in the AI space.
- Designed and animated social and web assets for the premiere of Blumhouse's "Afraid." Collaborated closely with developers to create dynamic HTML ads based on the created digital assets.
- Worked closely with Los Angeles-based bands to create and illustrate album artwork. Developed modular designs for use across merchandise and content delivery platforms.
- Collaborated with 11:11media to create an animated lyric video for Sia's song "Fame Won't Love You," which has garnered over 400,000 views on YouTube.

Client / Brand Portfolio: Future, Paris Hilton, GE Aerospace, Blumhouse, Abbott Pharma, Rocket Mortgage

160over90(Formerly: RED) - Art Director - LA

SEPT 2019 - MAR 2023

- Led a diverse team of designers in producing dynamic ad campaigns encompassing 3D, animation, print, social media, and web components for various clients.
- Teamed up with the MSNBC Marketing team to create key-art assets for top-ranking podcasts and films, such as "The Seduction," "Mommy Darkest," "American Radical," "Killer Role," and more.
- Managed the onboarding and coordination of freelancers across diverse brands to align with agency workflows, ensuring consistent creative output.
- Collaborated across Creative, Strategy, and Business Development departments, creating and designing compelling pitch decks instrumental in securing new business opportunities.
- Established and managed an internal asset repository comprising stock images, fonts, and tools, fostering production efficiencies and visual coherence across teams.

Client / Brand Portfolio: Gallo Wines, Field Roast, LightLife, T-Mobile, Twitch, MSNBC, Marriott, Target

RED - Senior Designer & Art Director - LA

NOV 2014 - SEPT 2019

- Teamed up with Gallo Wines to create comprehensive social media brand guidelines, oversee product photography, and design 3D assets for their wine brands Apothic, Ecco Domani, and Fleur De Mer.
- Led the art direction for more than 100 multi-lingual in-stadium animated ad placements for the MLB, nationwide Little League games, and special events for T-Mobile.
- Collaborated with Netflix's Marketing team to design and deliver over 2,000 HTML and social ad executions across 130 titles.
- Designed organic ad assets for ABC's fall premieres of Grey's Anatomy, Station 19, and How to Get Away with Murder, garnering a collective 2 million+ views on social platforms.
- Partnered with developers and senior creatives across various brands to produce motion graphics, print materials, UX/UI designs, and social media assets.

Client / Brand Portfolio: Lego, Apple, Hulu, Netflix, Under Armour, Riot Games, ESPN, Gallo Wines, T-Mobile

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TREMOR VIDEO - Flash Designer & Senior Designer - NYC/LA

JUL 2010 - NOV 2014

- Collaborated with Nickelodeon on the Kids' Choice Awards, creating a distinctive gaming experience based on the Flappy Bird game sensation.
- Partnered with Blumhouse, developing a unique interactive ad experience for "Insidious 2." Communicated with talent to produce custom assets used in the ad experience.
- Mentored and trained contractors and junior designers on best practices and standards for ad design.
- Developed and designed 1,000+ interactive ads for web and mobile across multiple content funnels.

Client / Brand Portfolio: Sony, Paramount, Blumhouse, KIA, Nickelodeon, Nintendo, Disney, Lionsgate

QM Solutions - Designer - NJ

AUG 2008 - JUL 2010

AWARDS

- Extra Bold juried exhibition, online and in MICA's Brown Center Gallery. Curated by Ellen Lupton and Brockett Horne. 2021
 - Won Best in Show for poster design in the inaugural Outframe design competition organized by Outfront Media. Work was featured on billboards across the USA. Judged by Shepard Fairey. 2019
 - Work published in "Graphic Design: The New Basics," a book and website by Ellen Lupton and Jennifer Cole Phillips. First printing sold out in one month. 2008
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SKILLS

Proficient: Adobe Creative Suite (After Effects, Photoshop, Premiere, Illustrator, InDesign, Lightroom), Figma, HTML, CSS, JavaScript, PowerPoint, Google Docs, Keynote, OpenAI, Stability AI, Midjourney, Topaz Labs (Photo AI, Video AI), Shopify, WordPress

EDUCATION

Maryland Institute College of Art (MICA), Baltimore, MD - BFA in Graphic Design

MAY 2008