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 @arielle\_designs

# ARIELLE RAY

motion graphics / design / illustration

## EXPERIENCE

### VIDEO JOURNALIST

QUARTZ

2017-PRESENT

Highlights

- produce, report, and script motion-graphics driven video
- provide art direction to help solidify and elevate the Quartz video brand
- conceptualize animated gifs and illustration, providing art that enhances stories
- oversee quality control for Youtube, monitor analytics and video curation
  - doubled Youtube subscriber base from less than 18,000 to over 50,000
  - awarded a [Diversity Fellowship](#) from CNN to attend ONA's conference
  - created a [motion graphics webinar](#) for Poynter

### ADJUNCT FACULTY

THE NEW SCHOOL

2017

- taught Motion Graphics 101 under Eugene Lang's Journalism and Design program
- focused on explaining software basics in After Effects, Illustrator and Photoshop
- workshoped script writing and research, helping students create short news video

### VIDEO JOURNALIST

THE WALLSTREET JOURNAL

2015-2017

- animate, produce, script and report short form videos individually and within a team
- periodically run training workshops to elevate coworkers' graphics techniques.
  - Traveled to the Hong Kong Bureau to give a graphics training session to WSJ Asia
  - recieved a [Top 30 under 30 Award](#) from NAA for excellence in news video
  - awarded a [Silver Medal](#) from SND Digital

### MOTION GRAPHICS INTERN

THE WALLSTREET JOURNAL

2014

- created a new graphic language for Jason Bellini's #TheShortAnswer news videos
- constructed and customized templates, refined the color palette and branding
  - [Webby Award Honoree](#) in the online video, news and politics category

### DESIGN ASSISTANT

UNIVERSITY OF MIAMI COMM.




2012-2014

- designed various print promotional materials for alumni and donor events
- created advertisements for on-campus speakers
- contributed to the layout design and content curation of *Arts & Sciences* magazine

## SKILLS

ANIMATION  
ILLUSTRATION  
ART DIRECTION  
VIDEO EDITING  
SCRIPT WRITING  
STOP MOTION  
SOUND EDITING

## SOFTWARE

AFTER EFFECTS   
FCPX   
MOTION   
PREMIERE   
ILLUSTRATOR   
PHOTOSHOP 

INDESIGN   
HTML/CSS   
JAVASCRIPT   
MAYA   
CINEMA 4D 

## AWARDS

CNN Diversity Fellow - ONA 2017  
Silver Medal - SND Digital 2017  
NAA top 30 under 30 2016  
Webby Award Honoree 2015

## EDUCATION

UNIVERSITY OF MIAMI — CORAL GABLES FL 2014

*B.S. in Communications*

Double Major: Visual Journalism and English Literature with an Art Minor

## AFFILIATIONS

Member of NABJ  
Chi Omega Fraternity Member

Studio Art Centers International (SACI) — FLORENCE, ITALY 2013

Study abroad — Concentration: Fine Arts