



ARIEL ROTH

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EDUCATION

Chapman University
B.F.A. Graphic Design, 2013

UCLA Extension
After Effects course

Art Center at Night
Digital Painting course

SKILLS

- Creative/Art Direction
- Branding + Identity
- Graphic Design
- Motion Design
- Web Design
- Illustration
- Social Media
- Print/Editorial
- Packaging Design
- Illustration
- Writing

PROGRAMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Figma
- PowerPoint
- Keynote
- Google Slides

BOND AGENCY Los Angeles, CA

Associate Creative Director 5/21 - Current

- Led cross-discipline teams to develop social and digital content for some of the biggest players in the entertainment industry such as Apple TV, Disney, Netflix, Max, Universal, and Sony
- Presented and developed big stunts and activations to key stakeholders that got fans excited to see the film or TV show
- Elevated the craft of our campaigns with strategic thinking and a love for the details
- Mentored two direct reports and contributed to the growth of the team as a whole

KNOWN AGENCY Los Angeles, CA

Art Director 3/20 - 5/21

- Developed social content for HBO Max as their Agency of Record
- Crafted a strong brand presence for the new streaming platform
- Worked as the lead designer giving design feedback across multiple disciplines including video, digital, and print

REVOLVE AGENCY Los Angeles, CA

Art Director 9/19 - 3/20

- Established the look and feel for multiple social campaigns including *The Addams Family*, *Ready or Not*, *Where'd You Go Bernadette*, and *The Art of Racing in the Rain*

PXL AGENCY Los Angeles, CA

Art Director 5/18 - 9/19

- Created social, web, and experiential campaigns for entertainment clients including 20th Century Fox, Paramount, Universal Pictures, Orion Pictures, United Artists, and FX. Responsibilities included:
 - Ideating and pitching innovative concepts
 - Provided visual direction to small teams of web and motion designers

FANDANGO Los Angeles, CA

Senior Designer 4/14 - 5/18

- Set up identity systems for Fandango's growing brand portfolio
- Brainstormed new ad sales products for brands like Disney, Samsung, and Microsoft
- Oversaw digital and print production for Fandango's presence at Comic-Con
- Designed video graphics for Fandango's original shows and series
- Implemented branding strategies across an extensive social media network (YouTube, Facebook, Twitter, Instagram, and Snapchat)

ZEFR/MOVIECLIPS Venice, CA

Junior Designer 10/13 - 4/14

- Produced original video content to generate ad revenue on YouTube for major brands like Hasbro, Lionsgate, and Covergirl
- Defined the visual style across Movieclips' multi-channel YouTube network that has since grown to over 70 million subscribers collectively