

## Karyim Carreia

Art Director | Motion Graphics Designer

New York, NY | MFA, Design & Technology – Parsons

2021 Webby Award Winner (Best Sports Series – Beef History)

### Summary of Qualifications

Creative and results-driven Art Director with over 9 years of experience across broadcast, digital, and branded content. Over 4 years in Motion Graphics and 5+ years leading multidisciplinary creative teams. Proven expertise in high-impact design execution and strategic visual storytelling. Recognized with a Webby Award for excellence in sports media. Passionate about crafting compelling visuals that elevate brand narratives and meet production goals. Seeking to bring design leadership and storytelling expertise to a dynamic, production-driven environment.

### Core Competencies

- Graphic Design Software: After Effects, Photoshop, Illustrator, Animate, Cinema 4D
- Motion Design & Animation
- Team Leadership & Creative Direction
- Storyboarding & Visual Development
- Client Communication & Presentation
- Creative Problem Solving & Collaboration

### Professional Experience

#### Art Director / Motion Designer

Ketchum / Omnicom, New York, NY | April 2024 – Present

- Lead visual direction and execution of brand and marketing campaigns.
- Present creative concepts, gather feedback, and ensure client satisfaction.
- Collaborate cross-functionally with copywriters, account teams, and stakeholders to align on project objectives.

#### Motion Graphics Designer

YES Network, New York, NY | April 2023 – Jan 2024

- Produced motion graphics for promotional ads for the NY Yankees, Liberty, and Nets.
- Designed email and newsletter content for marketing campaigns.
- Liaised with clients to interpret goals and implement feedback through iterative design.

#### Art Director / Motion Graphics Designer

Vox Media / SB Nation, New York, NY | July 2016 – Aug 2022

- Directed visual design and motion graphics for editorial and digital content.
- Partnered with senior editors and producers on campaign development.

- Supervised junior creatives to ensure cohesive execution across platforms.
- Awarded: 2021 Webby Award for Beef History YouTube series.

#### **Creative Developer / Designer (contractor)**

AllianceBernstein, New York, NY | Sept 2015 – Jan 2016

- Designed an investment-focused mobile and web app.
- Created storyboards, wireframes, and brand visuals.
- Collaborated with project managers to ensure timely delivery and budget compliance.

#### **PT Instructor – Motion Graphics**

Parsons The New School for Design, New York, NY | Fall 2014 – Fall 2015

- Designed and taught curriculum for MFA/BFA motion design courses.
- Fostered student engagement through project-based learning and critique.

#### **Motion Artist**

NBC Universal, New York, NY | July 2013 – May 2015

- Created broadcast-ready graphics and animations for live segments on The Today Show and Meredith Vieira Show.
- Worked closely with producers and editors to align visuals with show themes.

#### **Designer / Animator**

Viacom – Nickelodeon, New York, NY | Jan 2013 – April 2013

- Designed and animated on-air elements for Teenage Mutant Ninja Turtles.
- Executed visual concepts with attention to brand consistency and fast-turnaround revisions.

#### **Education**

MFA, Design and Technology – Parsons The New School for Design, 2009

BA, Visual Arts – SUNY College at Old Westbury, 2004

#### **Professional Affiliations**

WGA-East, Motion NYC