

Arya Senboutaraj

Creative Director · Video Director · Motion Designer

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Profile

Creative director, video director, and motion designer with 20+ years of experience across film, commercials, music videos, motion graphics, and user interface design. Co-founder of the motion studio Logan and the directing partnership Rainbows&Vampires, with multi-year roles at Media Arts Lab (Apple's agency) and BMW Designworks. Known for translating complex technical subject matter into human-centered visual narratives, and for carrying a project from first concept through previs, production, and post. Now pairing traditional craft with AI-assisted production in Runway, Veo, Gemini, Midjourney, Adobe Firefly, OpenArt, and ElevenLabs, backed by eight Google/Coursera AI certifications.

Core Expertise

- Creative direction and concept development
- Commercial, music video, and branded content direction
- Motion graphics, animation, and title design
- UX / product motion and technical storytelling
- Previsualization, on-set direction, and post-production supervision
- Graphic design, photography, illustration, and collage
- AI-assisted image, video, and audio production

Experience

Freelance Creative Director & Motion Designer — Global clients and studios (1999 – Present)

- Pitch, concept, and creative-direct broadcast graphics, commercials, and launch campaigns for clients including Apple, BMW, and the Oprah Winfrey Network.

- Studio work with Imaginary Forces, Digital Kitchen, Brand New School, The Picture Mill, The Ant Farm, Chapeau Studios, Ayzenberg, and Buddha Jones.
- Developed a short-form web series with Roman Coppola for Scion; shot commercials internationally and collaborated with directors including Roman Coppola, Sophie Muller, and Mike Mills.
- Build and lead teams of designers, animators, and producers; scope budgets, schedules, and team structure from concept through final delivery.

Media Arts Lab / Be Grizzlee (Apple's agency) — Motion Graphic Designer, Contract (Nov 2018 – Apr 2023)

- Creative-directed, designed, and animated motion assets for Apple's global launch campaigns, including iPhone and iPad, across broadcast, social, retail, and digital.
- Instrumental in the launch of Apple TV+, delivering high-profile launch assets on tight timelines while upholding Apple's brand standards.

BMW Designworks (a BMW Group company) — Senior UI Designer + Motion Graphics Designer; Graphic Editor (2013 – 2018)

- Directed brand videos for BMW, MINI, and Rolls-Royce, translating complex future-technology concepts into emotionally compelling stories through original shoots, motion graphics, and 3D visualization.
- Led conceiving and production of videos showcasing future UI/UX systems for concept and show cars.
- Partnered with BMW Human Interface and Engineering teams and third-party clients including HP, John Deere, and Panasonic.
- Owned the full production lifecycle: concept, shoot direction, post-production supervision, compositing, animation, and delivery.

Apple — Freelance Designer / Animator, Human Interface Team (Feb – Apr 2013)

- Designed and animated user interface elements for the launch of iOS 7.

The Directors Bureau — Director, Creative Director, Designer & Animator (2004 – 2009)

- Collaborated with Mike Mills (Yoko Ono music video) and Roman Coppola on music videos, commercials, and branded content.
- Directed, creative-directed, and supervised post-production; hired and managed teams of artists.

Rainbows&Vampires — Co-founder & Director (2003 – 2010)

- Directed music videos for the Black Eyed Peas, The Strokes, Yoko Ono, Le Tigre, David Gray, DeepDish, Enon, The Black Heart Procession, and Fefe Dobson, plus work for Nickelodeon's TeenNick.
- Led productions from treatment through shoot and post, assembling crews of DPs, editors, designers, stylists, and animators.
- Enon's "In This City" was featured in RES and Creativity; work aired on MTV and screened at RESFEST, the Milan Film Festival, and the LA Film Festival.

Logan — Co-founder (Aug 2000 – Dec 2002)

- Co-founded a pioneering Los Angeles motion graphics company that helped define the field.
- Directed and creative-directed broadcast graphics and commercial content; built teams of designers, animators, and producers.

AI Production Tools

- **Image:** Midjourney, Adobe Firefly, OpenArt
- **Video & motion:** Runway, Veo, Gemini, OpenArt
- **Voice & sound:** ElevenLabs
- **Ideation & prompting:** Claude, DeepSeek

AI Training

Eight AI certifications through Coursera, from Google and DeepLearning.AI (2026):

1. **Google AI** — Google (2026)
2. **Google AI for App Building** — Google / Coursera (2026)
3. **Google AI for Content Creation** — Google / Coursera (2026)
4. **Google AI for Data Analysis** — Google / Coursera (2026)
5. **Google AI for Writing and Communicating** — Google / Coursera (2026)
6. **AI for Research and Insights** — Google (2026)
7. **AI for Brainstorming and Planning** — Google (2026)
8. **AI For Everyone** — DeepLearning.AI / Coursera (2026)

Education & Certifications

- **BFA, Graphic Design** — Minneapolis College of Art and Design
- Freelance designer, Walker Art Center; offered the Walker's design internship on graduation
- Eight Google/Coursera AI certifications (see AI Training)

Selected Recognition

- Features in RES and Creativity magazines
- Festival screenings: RESFEST, Milan Film Festival, LA Film Festival
- Music video rotation on MTV