

# Arya Senboutaraj

Creative

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## Arya Senboutaraj

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A visionary creative with over 20 years of experience working with agencies, brands, motion graphics companies, music labels, television networks, production companies, and innovative design thinking firms. Experience in a myriad of roles such as founder, film director, editor, creative director, art director, user interface designer, motion graphics designer, and animator. Experience in leading creative production, client services, and working with global teams. A multifaceted ability to deal with vastly different information systems at a rapid pace. Experience in work with complex challenging brands and clients. Able to deal with highly complex uncertainty in matrixed work environments. A strong communicator with great emotional intelligence that seeks to influence a wide spectrum of people throughout a company.

As a creative in various roles has built, hired, and scaled teams to deliver on brand visual narratives for global audiences. A strong leader with a visionary design perspective, compelling storytelling acumen, and creating resourceful strategies to drive excellent ideation. From start to finish, able to shape unique visual journeys and end to end creative narratives that are able to scale globally. An innovator driven to deliver on brand messaging for all parties involved in creation.

An astute collaborator adept at aligning multiple stakeholders in delivering on brand visual narratives. Experience in leading and inspiring creative teams to deliver creative proof of concepts. Effective in communicating ideas with various partners and creating multiple compelling solutions for potent creative concepts. Adept at pushing stakeholders beyond creative comfort zones and consolidating work done by teams. Driven to inspire teams to create their best work.

- Acted as creative catalyst in all creative processes
- A collaborative partner working with cross-functional teams to deliver on brand narratives, excellent creative, and execute roadmaps.
- Developed and cultivated relationships with production partners to deliver excellent work that was on brief, on time, and on budget.
- Inspired and mentored assorted creatives and contractors to deliver groundbreaking work.
- Developed and directed outstanding creative and production teams built to scale adaptively.

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## Skills

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Live Action Film Direction, Creative Direction, Art Direction, Motion Graphics Design, User Interface Design, Graphic Design, Cinematography, Photography, Post Production Supervisor, Post Production Producer, Film Editorial, Compositing, and Animation.

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## Experience

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**Media Arts Lab / Grizzlee / Contract Motion Graphics Designer+ Designer+Animator November 2018-Present**  
Playa Vista, California

Freelance member of team working on motion graphic assets for Media Arts Lab. Media arts lab is the sole advertising agency for Apple. Grizzlee is the in house post production boutique that services all of Media Arts Lab's post work for Apple commercials, in store assets, marketing assets, etc...Worked on launch assets for Apple TV + and other innovative campaigns.

**Designworks a BMW Group Company / UI Designer+Editor+ Motion Graphics Designer 2014-2018**  
Newbury Park, CA

Member of a team of Designers/Animators working closely with BMWs Human Interface group and Engineering to provide visionary future thinking by concepting, designing, pre-visualizing, researching, and developing the future automotive User Interface systems for the BMW, Mini, and Rolls Royce Brands. Worked closely with BMW, Mini, and Rolls Royce Brands to communicate through design, craft, simplicity, and elegance the unique brand personas of each. We strived to create engaging and delightful future User Interface systems for the customers of BMW. The systems were visually rich, luxurious, and beautiful.

As a group we also worked on future forward thinking UI interfaces for show cars such as this one:

[https://www.youtube.com/watch?v=7jWM\\_8p7EqE](https://www.youtube.com/watch?v=7jWM_8p7EqE)

This was a specialized unit inside BMW that provided visual design, technical, and storytelling capabilities found nowhere else inside the company. BMW also looked to us to create visual stories exploring BMWs future. We delivered these requests by making aspirational/tonal videos that visualized future vision BMW products using found footage, shot footage, user interface design, motion graphics, compositing, animation, and 3D models.

As part of being inside a creative agency we provided the same services to third party clients of Designworks such as HP, John Deere, and Panasonic.

## **Rainbows&Vampires / Founder+Film Director 2003-2010**

Los Angeles, CA

A Film Direction partnership specializing in Live Action Direction of music videos and commercials. Rainbows&Vampires was known for its groundbreaking and visionary work.

As a Film Director he developed original content for commercials and music videos. This involved coming up with narratives and visual storytelling ideas that were compelling/visionary. Determine the production timetable in a fast paced environment with many moving targets. Worked collaboratively with clients, producers, and production companies to establish work pipelines. As a Director selected team by aligning skill sets to project roles ranging from: cast, crew, editors, designers, stylists, makeup artists, set designers, and animators. Our goal on every shoot is to assemble the most efficient and quality people. As a Film Director worked with deep cross-functional relationships to ensure alignment of deliverables and creative direction. Gave clear and actionable feedback on set to producers, artist, talent, and crew. During post production must also work with editors, clients, designers, and animators in deciphering and giving feedback. Understanding team dynamics is crucial. Also, the ability to pull the best from teams in fast paced and ever changing environments is key. The goal always to lift the project to its highest purpose by inspiring clients, crew, cast, and post production teams to go beyond known and

preconceived boundaries. Always searched for trends and best-practices to influence creative development within Rainbows Vampires.

## **Logan / Founder+Film Director+Creative Director 2000-2002**

Los Angeles, CA

## **Arya Senboutaraj / Freelance Creative Director+Motion Graphics Designer 1999-Present**

Various Studios around the World: Apple, Oprah Winfrey Network, The Directors Bureau, Brand New School, Digital Kitchen, Imaginary Forces, The Picture Mill, The Ant Farm, and Buddha Jones, etc..

As Creative Director pitched, concepted, and creative directed commercial broadcast graphics and commercials. Provided clear future vision and goals for projects as Creative Director. Determined the look and feel of work by aligning the wishes of clients with project goals. Built and assembled teams of highly motivated and talented people. Worked with individuals and teams to inspire in the creation of highly compelling visual narratives. Collaborated with clients from concept to finish of creative pieces. Deciphered feedback through several rounds of the design process giving clear and actionable feedback to teams. Worked alongside companies and producers in early stages to scope out projects in terms of time, schedule, budget, artists, and all post production needs. A leader and pioneer in the motion graphics industry throughout his career.

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## Education

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### Minneapolis College of Art and Design / Bachelor of Fine Arts - Graphic Design, Minneapolis, MN, USA

Emphasis on Graphic Design, though created a self styled curriculum based upon a multimedia approach that included graphic design, photography, fine arts, video, and web design.

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## Awards

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Broadcast Designers Awards: Bronze Award for show open  
"Children of War".

Won Graphic Design internship for in house design studio at the Walker Art Center, submitted portfolio against a field of international students for prestigious internship.

Travel Scholarship for Best in Show (Design program) for senior show exhibit at the Minneapolis College of Art and Design.

Wanda Gag full tuition scholarship won upon exhibit of my work during Junior year of the Minneapolis College of Art and Design. Work judged by faculty as being the best in the Design Program that year.