





CAROLYNE VESELY

Creative Director | Art Director

CONTACT

-  630-258-4656
 -  oryanmedia@gmail.com
 -  Chicago, IL. 60140
 -  www.carolyneoryan.com
-

EDUCATION

BIOMEDICAL ART
Cleveland Institute of Art
2009 - 2013

ANATOMY/PHYSIOLOGY
Case Western University
2010 - 2012

SKILLS

People Management
Creative Direction
Art Direction
Project Management
Pitch Development
Design & Animation
Production
Operations

PROFILE

Telling stories with thoughtful consideration, visual precision, and humble tenacity. I am an Emmy-winning Creative Director and Art Director that specializes in motion graphics, 2D & 3D animation, and graphic design.

WORKING EXPERIENCE

CREATIVE DIRECTOR / DIRECTOR OF VIDEO PRODUCTION

Levitate Media | 2022 - Present

- Oversee Production Department that specializes in design, animation, motion graphics and live-action productions.
- Develop and grow the existing and future talent, resources, and systems of production.
- Directly manage a team of producers and creatives.
- Provide both Creative Direction and Art Direction on client-facing projects.
- Develop pitch decks for client presentations.
- Ensure clients receive optimal service and video quality.
- Collaborate as needed with Marketing and sales leadership to ensure production program and sales/marketing efforts align to company growth goals and structure.
- Own program metrics for video completions, turn time, budgets and related reporting to CEO.

ART DIRECTOR

Demo Duck | 2019 - 2022

- Worked alongside script writers, creative directors, and producers to develop videos for a wide range of clients and industry verticals.
- Established art direction for video content featured on web, digital, broadcast, and social media.
- Developed style frames, storyboards, moodboards, and presentation decks for clients.
- Presented visual treatments to clients
- Directed creatives throughout the video production process to ensure that all design and animation choices reflected the established concept and brand guidelines.

CAROLYNE VESELY

Creative Director | Art Director

AWARDS

MUSE - GOLD

Marketing & Promotional -
Invitation / Greeting Card
2023

Telly - Bronze

Motion Graphics - Design -
Online Commercials
2023

Telly - Silver

Craft-Fully Animated piece
May 2020

Promax Gold Award

Best Use of Social Media to
Promote a Program or Series
June 2019

Emmy

Outstanding Achievement in
News Promotion Single Spot
Campaign
November 2018

CMI Merit in Animation

July 2013

WORKING EXPERIENCE CONTINUED

MOTION GRAPHIC DESIGNER

Weigel Broadcasting | 2018 - 2019

- Developed Emmy award winning campaigns for The Jam morning news show
- Led the redesign of the H&I Heroes and Icons national broadcast television network
- Develop 2D and 3D promotional graphics distributed across national broadcast networks- Developed Emmy award winning campaigns for The Jam morning news show - Led the redesign of the H&I Heroes and Icons national broadcast television network - Develop 2D and 3D promotional graphics distributed across national broadcast networks.

MEDIA PRODUCTION SPECIALIST

Patient Point (formerly Outcome Health) | 2015 - 2017

- Providing both art direction and the execution of animated content within a large production team to service a network of over 40,000+ physicians. Designing digital 3D anatomical models for physician use.
- Experience:
- Ideation and Art Direction
- Research
- Designing 2D and 3D motion graphics
- 3D Modeling & Animation
- Illustrating storyboards and styleframes

SENIOR DESIGNER

Clear Digital Media | 2013 - 2015

Directed and designed all digital signage for broadcast. Worked alongside sales teams and copywriters to develop print and web sales and marketing collateral.