

Ria Urbon *

Visual + Motion Graphic Designer, Video Editor

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Ria Urbon is an energetic designer (with a focus of motion design, video, and product) and has 7+ years working within agency and in-house creative environments for both tech and entertainment industries. Her experience includes companies like EzCater, The Walt Disney Company, and more. Ria works with inclusivity and empathy to efficiently produce a multitude of high-quality imagery and graphics, videos, marketing, and full-scope campaigns for movies and shows, as well as UI animation and visuals for successful, user-centric, digital streaming apps. She has interests in travel, animals, science, health, coffee, food, and education, etc.

KEY SKILLS: Marketing Design, Video Editing, Motion Design, Graphic Design, Product, Leadership, Social Media, Teamwork, Art Direction, Adobe Photoshop, Illustrator, Premiere Pro & After Effects, End to End Processes, Brand Identity, Painting & Illustration, Multi-Platform Exporting, Cross-Functional Design Process, Design Systems, Ideation, meme-maker +

EDUCATION

B.F.A. Motion Media Design, Illustration — Savannah College of Art and Design (SCAD) — **08/2013 - 06/2017** – Magna Cum Laude.

WORK EXPERIENCE

Motion Designer, Art Director, Video Editor - Self (Ria Urbon), USA (Remote) — **01/2020 - Present**

– Took meetings and set up timelines to give clients expected art direction, project management, and measurable goals for deliverables. Edited various video projects and crafted custom-fitted trailers, reels, montages, visuals, etc. for clients, including: The Olympics, Xfinity+Comcast, GMR, CBS, Saban Films, Voltage Films, Vertical Entertainment, BiC, OKW Architecture, Walmart, Patient Point, and more!

Social Media Video Editor & Motion Designer (Remote)- Brigade Marketing, NY, USA — **09/2025 - 03/2026**

- Elevating social media experiences and crafting custom, and or UGC-like content, via static or animated images and videos for various shows and movies. Working with clients and teammates to create pitch decks, PR, and full social media campaigns that target vast ranges of audiences and genres.

Brand Video Editor & Motion Designer (Remote) - EzCater, Boston, MA, USA — **03/2024 - 05/2025**

– Worked cross functionally with internal stakeholders to create over 200+ engaging and high-performing videos, ads, sizzle reels, paid media campaigns assets, and more to help the company thrive by driving leads, conversion rates, viewership, and helping retain customers on ezCater's marketplace and company-sales goals of \$2.525 billion dollars.

– Crafted Storyboards, video assets, and social-first animated pieces using Adobe Premiere Pro, After Effects, and designed all visuals, planning, and extra assets with Figma!

– Sourced sound effects (SFX), music, and audio files with our vendor, as well as one-time purchases and synced them to fit our various product demo videos, tutorials, marketing videos, and more!

– Designing, developing, and animating ezCater's brand identity and developing their motion design system, logo animations, iconography, email design assets, templates, as well as largely lead the development of the first video and motion design process at the company!

– Attending in person events to lead or assist in creative or video-related processes, interviews, event-documentation, aiding in a multitude of tasks.

Marketing Motion Designer & Animator - *Brigade Marketing, New York, NY, USA* — 09/2021 - 08/2023

- Used creative studio skills and efficient personal workflows to create stunning graphics for advertisement purposes, engagement, awards, announcements, etc. for movie and TV show assets that were customized to our clients' needs.
- Both independently and collaboratively designed with team feedback to address critique, and communicated to implement changes to assets, client presentations, videos, graphics, winning pitch decks, and more. This workflow enabled social media posts and marketing campaigns that resulted in high-engagement deliverables.
- Worked with the full Adobe Creative suite to realize these designs, brainstormed, and used inspiration from the content itself, research, trends, and pop-culture to define and uniquely tailor every piece to fit the tone of each brand.

Motion Graphic / UX Designer - *The Walt Disney Company, Burbank, CA* — 01/2018 - 04/2020

- Lead UI & UX motion studies & projects for specific features; presented to creative and technical partners within and outside of the company, addressed challenges with stakeholders, and found effective solutions.
- From kickstart to finish, Ria understood the company values, IP, art, film, and television as well as team's goals to help launch and continuously elevate Disney's original and very magical streaming platform app experiences. Adapted to new technology and tools (<https://airbnb.design/lottie/>, Figma, Principal, and more,) used to animate and develop features, design and animate key art, troubleshoot, QA to resolve issues, all while maintaining the brand's look.

Motion Graphic & Digital Design Intern - *The Walt Disney Company, Burbank, CA* — 09/2017 - 01/2018

- Designing production assets, strict branding graphics, sponsor ads, user interfaces, page layouts, and UI animations all while following consistent guidelines for DisneyNow, ABC, NatGeo, FX, ABC News, etc.