

PAULA KINSEL

Art Director / Graphic and Motion Design / Columbus, OH
paulakinsel.com kinsel.paula@gmail.com 818.679.8976

Efficient self-motivated motion graphic designer and art director with 18+ years experience in entertainment marketing.

Enthusiastic and versatile collaborator with a strong work ethic who has created graphics for multiple world-class entertainment clients including Warner Brothers, Disney, Marvel, LucasFilm, DC Comics, Universal, Fox, CBS, Lionsgate and DreamWorks.

Dedicated to finding elegant, cost-effective and client-focused visual solutions for a wide range of productions.

Select Professional Experience

Vilcek Foundation Coloring Books / Illustrations / 2020 – 2021

In collaboration with the non-profit Vilcek Foundation in New York, illustrated a series of coloring books to promote outreach in the Arts and Sciences during the pandemic.

9to5 The Story of a Movement / Motion Graphics / 2019 – 2020

Created original motion graphics for a new feature-length documentary by the Oscar-Winning documentary directing team Julia Reichert and Steve Bognar (*American Factory*, 2019)

Trailer Park / Los Angeles CA / Senior Art Director / 2005 – 2019

14+ years as an Art Director, and Motion Graphic Designer in the Trailer Park Content Department.

Collaborated with a team of award-winning producers, editors and designers to create marketing, home entertainment and interactive content for the entertainment industry.

Developed a strong reputation for consistency, speed and excellent design while delivering complex projects on tight deadlines.

Achievements while at Trailer Park

Art Director / DC Spotlight: Shazam / 2019

Art Director / DC Spotlight: Aquaman / 2018

- Branded visual identity for the DC Comics Universe streaming series *DC Spotlight*
- Collaborated with writers, producers and editors to build long-form graphics to solve editorial issues and create graphic story-telling sequences
- Collaborated with DC Producers to create and animate title sequence and led a team of designers to create literally hundreds of animated graphics based on and illustrating the history of DC Comics characters

Art Director / Home Entertainment Content, DVD and BluRay Menus

***The Hobbit: The Battle of the Five Armies* / 2014**

***The Hobbit: The Desolation of Smaug* / 2013**

***The Hobbit: An Unexpected Journey* / 2012**

- Collaborated with client, writers and producers to create themed graphics for multiple home entertainment documentary featurettes that maintained a consistency in style and brand across the entire film franchise
- Worked with multiple teams of writers, producers and designers in Los Angeles, while coordinating with teams shooting in New Zealand
- Directed the creation of miscellaneous hand-drawn maps and graphics elements in the style of Tolkien; calligraphy done by WETA Workshop
- Worked directly with client to brand and build DVD and Blu-ray menus to carry through the entire franchise, including both the theatrical and the extended edition release

Select Trailer Park Projects / Content and Marketing Materials

Jurassic World: Fallen Kingdom – Social Media Campaign
Jurassic World – Marketing Material
Krampus – Home Entertainment Content
Baby Driver – iTunes promotional material
SpiderMan Homecoming – Interactive Marketing Material
West Side Story 50th Anniversary Special Edition – Home Entertainment Content
A Simple Favor – Home Entertainment Content
House with a Clock in its Walls – Social Media Campaign
Pitch Perfect 3 – Social Media Campaign
Smurfs The Lost Village – Home Entertainment Content

Select Trailer Park Projects / DVD and Blu-ray Menus

Captain America Civil War – 4K Menus
Captain America Winter Soldier – 4K Menus
Avengers Infinity War – DVD and Blu-ray Menus
AntMan and the Wasp – DVD and Blu-ray Menus
Solo: A Star Wars Story – DVD and Blu-ray Menus
Boss Baby – DVD and Blu-ray Menus
Star Wars Rebels – DVD and Blu-ray Menus
Bones (Seasons 2 through 12) – DVD and Blu-ray Menus and Home Entertainment Content
The Americans (Seasons 4, 5, and 6) – DVD and Blu-ray Menus
Diary of a Wimpy Kid: The Long Haul – DVD and Blu-ray Menus
Harry Potter: Prisoner of Azkaban, Goblet of Fire, Half-Blood Prince, Deathly Hallows Part 1 and Deathly Hallows Part 2 – DVD and Blu-ray menus
Harry Potter Complete 8-Film Collection Box Set – DVD and Blu-ray Menus
Sound of Music 50th Anniversary Special Edition – DVD and Blu-ray Menus
Lord of the Rings The Motion Picture Trilogy – Blu-ray Menus
Lord of the Rings The Motion Picture Trilogy Extended Edition – Blu-ray Menus

Freelance Graphic Designer / Los Angeles CA / 2003 – 2005

Various entertainment marketing agencies in Los Angeles

Canned Interactive / Los Angeles CA / Graphic Designer / 2001 – 2003

Designer for interactive firm specializing in home entertainment content, DVD menus and the development of marketing techniques to utilize emerging interactive technologies.

Collaborated with clients and producers to write and create CD-ROM and DVD-ROM features for multiple entertainment clients including: Warner Brothers, Disney Feature Animation, Disney Cruise Lines, Disney Educational, and Sony Pictures.

Pitched and created DVD menus and interactive set-top features

Education

BFA Motion Picture Production 1995 – Wright State University – Dayton, Ohio

Associates Degree in Liberal Arts 1989 – Sinclair Community College – Dayton, Ohio

Software Skills

After Effects / Photoshop / Illustrator / InDesign / Premiere / Adobe CC

Each new job is a learning experience; prepared to pick up new skill sets as needed

References available upon request