

CHLOE BOOHER

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EXPERIENCE

Creative Director

2014 - Present

Freelance | Los Angeles, CA

Creative development, direction and execution for a variety of freelance clients.

- Worked closely with clients to build branding and animation from sketch to implementation.

Key Accomplishments:

- Maggie Rogers 2018 Summer Tour concert visuals.

Art Director

2021 - 2022

Shapes + Forms | Los Angeles, CA (Remote)

Managed several teams of artists across several time zones on a wide range of projects.

- Successfully developed and presented creative concepts directly to clients.
- Maintained brand guidelines across several clients including the NFL Network and TuSimple.
- Managed a team of artists to develop motion graphics for an unreleased Disney feature.

Content Creative

2018 - 2021

NFL Network | Los Angeles, CA (Partially Remote)

Direction, design, illustration and animation for the NFL Network's digital and internal creative needs.

- Maintained the NFL Network's internal brands. Efficiently developed content for the NFL's website and network shows.
- Developed full brand packages for NFL Up and NFL Explained franchises.
- Executed the environmental design of the NFL Network's Inglewood office remotely across teams in New York and Los Angeles. Led 24 artists in the creation of a 900 ft. wall portrait mural.

Key Accomplishments:

- 2020 Trans Media Emmy Award for NFL 100 Greatest & All-Time Team

Animator, Designer

2018

FOX Sports | Los Angeles, CA

Developed and created content for FOX Sports Snapchat channel's coverage of the 2018 FIFA World Cup. Covered games at live Russia time for FOX Sports Snapchat channel.

Key Accomplishments:

- 2019 Trans Media Emmy Award for 2018 FIFA World Cup on FOX

Animator, Designer

(Seasonal) 2016 - 2018

NFL Network | Los Angeles, CA

Created content for the NFL Network's Snapchat, Instagram, Facebook and Twitter channels.

- Launched the NFL's Snapchat channel. Pitched and developed daily content for the NFL's Snapchat channel.
- Established consistent workflow and production methods to efficiently create content across social platforms.

VFX Artist, Composer, Motion Designer

2016 - 2018

Mousetrappe | Los Angeles, CA

Animation, compositing and VFX for large scale projections.

- Projects include: Star Wars: A Galactic Spectacular and Disney Movie Magic large scale projections at Walt Disney World & Beauty and the Beast and The Nightmare Before Christmas at the Hollywood Bowl.

VFX Artist, Composer, Motion Designer

2015 - 2016

Stoopid Buddy Stoodios | Los Angeles, CA

VFX and compositing for puppeted and stop motion series and commercial spots.

- Projects include: Robot Chicken Season 9, SuperMansion Season 1 and Buddy Thunderstruck.

EDUCATION

UCLA | Master of Fine Art in Animation

2014

- UCLA Film Lab Fellow 2013, Matt Groening Initiative 2014, Lew and Edie Wasserman Fellowship 2014, Edna and Yu-Shan Endowed Award 2014

UCLA | Bachelor of Art in Fine Art, Minor in Urban Planning

2012

- Art Director, Pediatric AIDS Coalition 2011; Undergraduate Painting Fellowship 2011

SKILLS

Art Direction | Visual Storytelling | Brand Development & Management | Project Management | Creative Strategy | Problem Solving | Client Presentation | Team Player | Ability to Work Independently | After Effects | Illustrator | Photoshop | Indesign | C4D | Keynote | OS X | Windows