

# SOMSARA RIELLY

CREATIVE DIRECTOR & VISUAL ARTIST  
LOS ANGELES • DESIGN@SOMSARA.COM • SOMSARA.COM

## HELLO

I am a multidisciplinary creative director, visual artist, conceptual thinker, and team player, looking to join a team pushing the boundaries, and seeking the “big idea” in every creative endeavor.

## EXPERTISE

Conceptual Thinking; Identity & Branding; Bespoke Print & Digital Communication; Luxury Branding; Immersive Experiences; Product Development & Gift Packaging; Collage/Mixed Media; Stop Motion Animation; Adobe Creative Suite; Left and Right Brained skills - organized, deadline oriented, and skilled communicator

## PROFESSIONAL EXPERIENCE

### Marc Friedland Couture Communications

Design Director // Los Angeles, CA 2009-2018; 2021 - Present

- Concepting and creating one-of-a-kind communications and experiences for some of the world’s most demanding clientele, including luxury brands, entertainment studios, luxury hospitality, philanthropy, and notable public figures.
- Creative leadership and problem solving with demanding timelines, curating and working with specialized craftsmen to produce bespoke items, and creative directing events and immersive experiences.

### Self-Employed

Creative Director + Visual Artist // Los Angeles, CA 2004 - Present

- Ongoing graphic design, illustration, and animation projects for a wide range of clients including: NBC-Universal; Morning Moon Productions; BBC News; Los Angeles Times; Mick Fleetwood (House of Fleetwood); Zibby Owens Media; Steven Schwartz; Larry Vigon Studio; American Cinema Editors, and many more.

### Pisarkiewicz Mazur & Co

Art Director // New York City 2003 - 2004

- As lead Art Director in the studio specializing primarily in ID and branding work, responsibilities included managing designers and interns, managing the studio workflow, and extensive correspondence with clients and vendors.

### The Mixx NYC

Senior Designer // New York City 2001 - 2003

- Print, identity, promotional and digital work for a wide variety of industries ranging from pharmaceutical to film.

### Sargent & Berman Design Consultants

Senior Designer // Santa Monica, CA 1999 - 2001

- Extensive print and promotional work for studio feature film and home video (Sony, Universal, Warner Bros., Nickelodeon), video game and toy packaging (Bandai, Jakks Pacific, Mattel) and a wide array of corporate identity work.
- Focus on publishing, licensee & property style guides, invitations, web and environmental design.

### Vigon/Ellis Brand Development & Design

Designer // Studio City, CA 1996 - 1999

- Under the mentorship of Larry Vigon, worked with some of the most notable artists and labels in the music industry creating music and product packaging, POP displays and environmental design.
- Focus on corporate and entertainment work, ID development, brochures and promotional pieces.

## AWARDS

- 2022 AI/AP Winner, International Motion Award
- 2019 AI/AP Winner, Illustration

## EDUCATION

- 2013 Love for the Drawing Line, Art Center Pasadena  
Contemporary Illustration, Art Center Pasadena
- 2011 Collage and Assemblage Art Center, Pasadena CA
- 1994 AA, Platt College, Graphic Design, Los Angeles, CA

## INTERESTS

In my free time I seek out and make art, create stop-motion animation, listen to podcasts, meditate, practice SoulCollage®, and enjoy boutique coffee or a very dry martini. Also, my given name means “the eternal cycle of birth, suffering, death and rebirth” (People ask!)