

Annalise Yuri Murphy

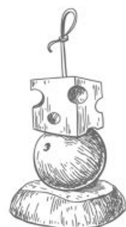
Creative Director with 10+ years of experience in creating worlds, uncovering truth, and holding space for magic to happen. Passionate about empowering advertising and editorial clients to build bridges with strategic creative development and thoughtfully directed campaigns.



YURI
NYC

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apps

Asana
Trello
Air Table
Google Suite
Microsoft Suite
Slack
Frame.io

Adobe Suite
After Effects
Premiere
Photoshop
Mocha
Illustrator
Cinema 4D
Keynote
Figma

AI:
Topaz Upscale
Mid journey
Chat GPT
Runway

Emerson College
BA
Experimental
Media
Production

2023

FREELANCE CREATIVE DIRECTOR

- **Conceptual Unicorn:** leading and executing art + copy
- **Team Leadership:** copywriters, art directors, graphic design, production
- **Specializing:** branded video, social strategy, experiential video and motion
- **Campaign Management:** strategy, concept, pitch, production, publishing
- **Creative Development and Content Management**

selected projects:

DevitoVerdi, Austin Capital Bank: *Freekick*

Publicis Sapient, Publicis Media: *How Channel*

Movement Strategy, Amazon Pets: - *#Amazon Petrifying*

The United Nations Department of Global Communications: *UN STORY*

Instagram + Batch: *Governors Ball Music Festival*

Protocol Labs: *IPFS*

2021

YURI NYC | FREELANCE CREATIVE PRODUCER

- **Leading** live action and animated projects
- **Producing** commercials, branded content, and editorial pilots
- **Fully Insured** production & post-production vendor

Bustle Media Group, ABC Disney: Disney Jr, The Bachelorette

Gut Agency, Globant: The Great Resignation

Nowness, Pangaia: We See

2019

CREATIVE DEVELOPMENT DIRECTOR / PRODUCER: CONDE NAST

- **Wrote, Directed, and Produced** Pilots for CNE's YouTube Channels
- Vogue, GQ, Glamour, Allure, Wired, The New Yorker, Teen Vogue, Bon App

GQ: *Make Me Look Like*

Vanity Fair: *Experts Review*

Vogue: *Getting Ready With*

Allure: *I've Never Tried*

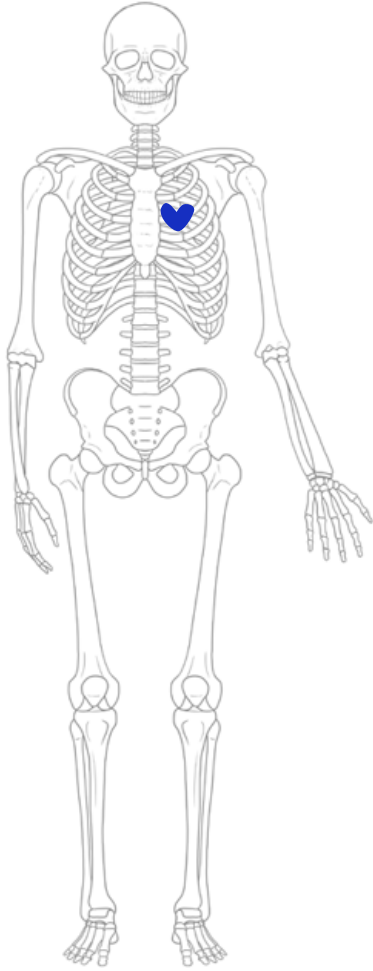
2018

FREELANCE CREATIVE DIRECTOR (ART): Digital Series

- **Video Director** for multiple YouTube and branded content series
- **Executing support** as Art Director and Animator
- **Channel and Series Branding:** visual guidelines and GFX Packages

A&E Networks, History Channel : Womens' History

VOX, YouTube Originals: Glad You Asked



additional human elements

- Mediocre Poet
- Brilliant Painter
- Published Recording Artist
- International Residency Sculptor
- Avid Traveler
- Techno Lover
- VJ (sometimes)
- Film Photographer
- Mom to a Mini Aussie

2018

FREELANCE ART DIRECTOR + ANIMATOR

- Leading Post-Production Teams
- Executing Motion Graphics: gfx packages, on-air, social, stage visuals
- Clients include: advertising, entertainment, and editorial
- In-house contractor and remove vendor
- Independently Producing and collaborating with vendors

FEATURED PROJECTS

BIGSTAR STUDIOS | Netflix, HBO, EPIX, & feature docs

- Feature & Broadcast Title Sequences, Animation inserts, GFX, VFX
- Art Director - Gawker Doc. Netflix: *Nobody Speaks, Trials of the Free Press*
- Compositor and Editor - EPIX: *Nixon Tapes Slow Burn Series*

2017

Mic.com | Mic Dispatch, Partnership Pilots

- Collaborated with EIC & Development for Partnership Pilot Pitches:
 - Associated Press, MTV, Branded: Seventh Generation
- Art Director - *Mic Dispatch on Facebook Watch*

2016

OBERLAND | Internal Motion Branding & Reels

- Collaborated with CEO Bill Oberland, to build agency motion branding

Laundry Service | LG, Hennessey, Cycle

- Animation and VFX for social and broadcast commercial campaigns

AKQA | Verizon, Maybelline

- New Client Pitches, in-store graphics, social campaigns, motion branding

2015

Netflix | Netflix Family

- Social campaigns for various streaming shows

Ralph& CO | Sense8, Stranger Things, Starz, Patti Cakes

- Art Director and Animator, leading creative on social campaigns
- Directed Animators for Stranger Things Season 2 reveal campaign

2014

MTV | Upcycled, digital pilot

- Produced and Directed in-show graphics with a team of 3

Daqri | AR Start UP, Multimedia Specialist

- In-house video and animation for case studies, marketing materials, application product interface and experiential events.

2013

V-Squared Labs | Live Visuals; Concerts, Festivals, Conferences

- VJ and animator for projection mapped stages across the events industry.