



ARIEL MCNICHOL

CREATIVE DIRECTOR/UI/UX LEADER

Creating user-friendly, highly successful products fuels me. I'm a technophile, Jedi-believing, kind, workaholic knowledge-seeker. A designer. A cognitive science fan.

CONTACT

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"Ariel is one of the few people that possesses all qualities that lead to success in the business world: Creativity, tenacity, persistence, professionalism, business acumen and above all integrity. She is amazing in her creative work and vision, product management and presentations to investors and clients. She always goes above and beyond on what is required to make her company successful and profitable."

Fotios Konstantinidis, Senior Director - Innovation and Strategic Partnerships, Visa

TOOLS

-       +

EXPERIENCE

2002-NOW

CONTRACT CREATIVE

AOL, APPLE, THE ANNENBERG INSTITUTE, ROCKWELL-COLLINS, YAHOO! + Work with companies to define project specification and strategies, then create prototypes, websites, ads, apps, videos, & print collateral from start to finish, both independently and managing subcontractors.

2015-NOW

MENTOR

UCLA SCHOOL OF ECONOMICS Provide mentor-ship to students enrolled in Economics of Entrepreneurship. Help teams to define market size, competitive analysis, prototyping, and modeling. Provide feedback and best-practice advice on pitches, executive summaries and decks.

2015-NOW

FOUNDER & CEO SMARTSPARK, INC.

A social-video based experience that enables people to harness the desire to check our phones with the benefits of behavioral science to deliver weight-loss, exercise motivation and mindfulness. Hands-on creation of UX/UI, video templates, branding, etc. Recruited super-team. Learn more at: www.smartspark.me

2005-2010

CO-FOUNDER & COO+CREATIVE MEGO.COM

mEgos were an internationally popular interactive avatar that enabled people to share deep profile information. We built campaigns and partnerships with Adidas, Missy Elliot and the NBA. I designed the product and managed creative and engineering teams.

2004-2005

CREATIVE DIRECTOR LOTUS INTERWORKS

We designed mobile apps for Star Wars, The NBA, and TV titles such as Lost and Desperate Housewives. As Creative Director, I worked with our clients, defined creative, budgets and timelines and managed day-to-day production.

2000-2003

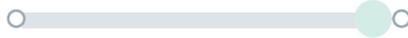
CREATIVE DIRECTOR PCCW/NOW.COM

Now.com was one of the first 'cross-platform' portals that lives on in Hong Kong. My role as Creative Director was to help define the UI/UX and work closely with BD to bring in content providers.

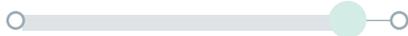
SKILLS



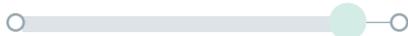
Managing people



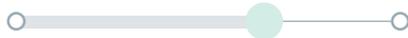
Hands-on product building



Research & analysis



Project management



Marketing

Misc: I am a can-do person. I've been masterfully using Photoshop, After Effects, Premiere, etc, for decades. I speak pretty good Spanish (married to an Argentine.) I'm a constant learner, who is excited about AR and VR. I love working and inventing the future.

1999-2000

DIRECTOR OF ART & UI

BROADBAND MECHANICS

I prototyped, built and managed UI/UX for complex software such as an interactive video creation tool suite.

1998-1999

UI DESIGN AND CONTENT MANAGER

DIRECTV & ZDTV

As part of a small R&D team, I created prototypes and wrote analysis documents for a variety of iTV/set top boxes and program synchronous sites such as Wink and HyperTV.

1996-1997

LEAD ARTIST

SCIENTIFIC LEARNING CORPORATION

Create cognitive-enhancement games for children. UI and animation.

EDUCATION

BACHELOR OF ARTS

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

AWARDS



Techcrunch 40 Finalist

Launch, Disruption & Innovation, Digital Hollywood

Documentary Grand Prize, Budapest Film Festival

All in One, Entrepreneur Magazine

Golden Eagle Award, Cine

"Ariel has great creativity and tenacity. She's a wonderful people person who can organize and run teams toward a common mission."

Art Chang, Director, Financial Services, Pivotal Software

"Ariel is phenomenal at getting things done. She is incredibly creative, yet extremely focused on execution. She is able to bridge the gap between highly conceptual and abstract ideas and practical outputs..."

Deena Varshavskaya, Founder and CEO of Wanelo

"I learned a lot from working with her. She is very clear and concise with her critiques. She held the team together and kept it running like clockwork. She is a great leader!"

John Germann, Sucker Punch

"Ariel is a brilliant dynamo. Her piercing intelligence and visionary creativity, combined with her "Energizer Bunny" drive and unstoppable passion for technology, make her an asset to any enterprise and an absolute delight to work with...I trust her instincts, her sensibility, her skills and talents, as well as her ability to work harder—and smarter—than just about anyone I know." **Eva Eilenberg**

"I was amazed with her abilities to work under tremendous pressure and yet produce excellent results. She is a good leader who knows how to cheer her team and get the best results out of them while keeping her clients happy."

Jolian Ibrahim, CEO Viacomms KSCC Kuwait