Arielle J. Cohen

CREATIVE DIRECTOR — SPATIAL DESIGN & BUILT ENVIRONMENTS

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Creative director and spatial designer with 15+ years turning brand identity into retail, hospitality and set environments for Nike, Calvin Klein, Prada Beauty, Bloom and Amazon MGM Studios. Fluent from concept and material palette through fabrication, install and opening, with the commercial background to deliver on brief and on budget.

Experience

Independent Creative Director & Spatial Designer — Arielle by Design

November 2019 – Present

Design and direct retail, hospitality and brand environments from concept, layout and material palette through fabrication, install and opening, on budgets of $150K–$1M.
Run up to five concurrent projects across as many as eight markets, leading up to six direct reports alongside fabricators, builders and vendors.
Film: Art Department on Amazon MGM's The Wrecking Crew (2024), reporting to the Production Designer and Set Decorator; developed set design solutions for specific scenes, sourced hero and background props, and worked on set.
Retained by CNC, SoHo Experiential, The Guru House and RMNG to lead creative for Uber, Citibank and Holt Renfrew and shape SoHo's winning Red Bull Symphonic pitch; every partner has rehired.

Executive Creative Director (contract) — Kindred, 2023

Led multidisciplinary teams across retail, experiential and digital work for Nike, Oakley, Calvin Klein and KITH, holding creative director, executive producer and lead designer responsibilities. Managed resourcing, budgets, vendors and freelance talent while improving project profitability.

Director of Development — NRG Experiential

May 2019 – October 2019

Led new-business development and experiential strategy, generating $350K in new business within the first three months.
Developed and delivered influencer and consumer experiences for clients including Nordstrom and Timberland.

Senior Rainmaker (Business Development) — Mirror NYC

August 2013 – January 2019

Built a personal book of business of $4M+ annually, originating and managing accounts including Richemont, Nike and VF Corporation.
Helped triple team size and expand production capabilities.

Capabilities

Spatial & Interior Design
Brand Environments
Retail & Hospitality Spaces
Set Design & Prop Sourcing
Materials & Finishes
Fabrication & Install Oversight
Art Direction
Concept Development
Budget & Vendor Management
Team Leadership

TOOLS
SketchUp · AutoCAD · Photoshop · Illustrator · AI Visualization

SELECTED CLIENTS
Nike · Adidas · Calvin Klein · Prada Beauty · Amazon MGM Studios · CHOMPS · Airbnb · Sephora · Stone Island · KITH · Complex · Nordstrom · Timberland

Education

Bachelor of Arts in Fine Art
George Washington University, 2008

Major: Photography & Computer Design · Minor: Psychology

Continuing Education — UCLA Extension, 2019–2023
AutoCAD & SketchUp, Leadership Communications, Photoshop I & II