

IVY NYE

Ivy Nye
Creative Director
User Experience, Digital Design, Systems Thinking & Accessibility Expert

PROFESSIONAL EXPERIENCE

Creative Director, Game Designer, Artist | Self-Employed *(October 2025 – Present)*

- Creative Consulting and Mentorships
- Development and production of cross-platform game and video series.

Director, User Experience and Motion Design | Public Broadcasting Service
(November 2021 – September 2025)

- Creative direction, design architecture, and team leadership for the PBS KIDS products and services serving 15M children monthly across 330+ stations. Department of 100+, Teams of 2-10+
- Animation Direction for the Emmy-winning Series PBS KIDS Talk About, Broadcast Specials and Digital Shorts, including set design & animation style for abstract yet timely narratives from kids.
- Emmy Nomination - 2022–2023 PBS KIDS Brand Refresh: logo refresh, digital design, motion branding in partnership with internal teams and external agencies.
- Rapid innovation prototyping in Conversational UX, AI, and cross-platform user testing, partnering with research and legal to build new working agreements for distribution rights.

Associate Director, UX and Motion | PBS *(December 2017 – November 2021)*

- Product design, development, and marketing support for PBS KIDS Games App and Video products, OTT, Web, Roku, Smart TV, emerging platforms, events, playgrounds, and live experiences.
- Designed and animated media templates for YouTube and developing platforms.

UX Engineer | PBS *(September 2015 – December 2017)*

- Product launch support and maintenance across Web, iOS, Google Play, Amazon FreeTime, PBS Playtime Pad, and PBS KIDS Live TV digital channels.

Front-End Developer | Celerity (*December 2014 – September 2015)*
Co-Founder, Front-End Developer | Kryptnostic (*April 2014 – November 2014)*
Multimedia Developer and Animator | V! Studios (NASA HQ) (*2011 – 2014)*
Graphic Designer, Web Developer | Alpha Corporation (*2005 – 2008)*
Co-Founder, Designer | WhiteBoard University, LLC *(2004)*

EDUCATION

Classical Animation — Vancouver Film School, 2010

BA, Fine Arts: Digital Art and Animation — George Mason University, 2006

AWARDS

- Emmy, Animation
- Emmy Nomination, Design
- Apple App of the Year
- Google Best App
- Amazon App of the Year
- Webby
- W3 Communicator
- Kidscreen
- Davey

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