

# Mary Hawkins

Art Director, Animator + Designer

## Profile

I'm a typography-driven motion graphics designer who uses bold type + big color choices to bring playfulness + whimsy to pop-culture, beauty + kid's brands. I also work on documentaries, nonprofits + social good groups to create positive change.

## Experience

Freelance Art Director. 2002 - present

I have a flexible, broad-based skillset + love finding new ways to bring motion + life to your messaging.

Boss, Mary Likes Postcards. 2016 - present

Top 1% Etsy Store. Sold over 1.3m postcards.  
Barnes + Noble carries cards I designed.

Freelance Designer, Viacom. 2004 - 2019

Designed and animated promos, social posts for channels including MTV, Nick, TV Land, Spike.

Titles, Kokomo City. 2023

Art direction and kinetic type for a documentary.  
Dir: D. Smith, EP: Harris Doran.

VFX, Once Within A Time. 2022

Compositing, cel animation + magic for an art film meant to spark conversation between kids + parents.  
Dir: G. Reggio, Music: Phillip Glass, EP: S. Soderbergh.

## Clients include

Bliss	KiwiCo
Collective.Agency	Loréal
Disney +	NBC
Harley Davidson	Paypal
Grey Advertising	Unicef
Food Network	Vayner Media

## Skills

Art direction  
Animation  
Graphic Design  
Illustration  
Storyboards  
Hand-drawn and  
Custom Typography

## Tools

AfterEffects  
Photoshop  
Illustrator  
Procreate  
Watercolor  
Collage

## Awards include

2023 Kokomo City:  
Sundance Audience &  
NEXT Innovators Awards  
2022 GCA Louie Awards  
Finalist  
2021 Webby nomination

## Education

NYU BFA, Tisch  
2000 Set Design  
NYU MS  
2002 3D Animation

## Pro Bono Projects

Harlem Dance Club  
Rise and Resist  
Postcards To Voters

MaryHawkins.com • me@MaryHawkins.com