

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 with 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.

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

Skills

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

Tools

AfterEffects
Photoshop
Illustrator
Procreate
Watercolor
Collage

Awards include

2021 Webby nomination
2022 GCA Louie Awards
Finalist

Education

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

Pro Bono Projects

Harlem Dance Club
Rise and Resist
Postcards To Voters

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