

Seb Hartzell

Motion Designer
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I've been working in animation and motion graphics for over 12 years. I have a sharp eye for design and a strong understanding of how to create engagement through movement and visual narrative. I like to tell stories by giving great attention to weight, form and dramatic timing. I'm accustomed to taking projects from concept development through to design, illustration and animation. I also enjoy animating the designs of others. I've had some great opportunities to hone my animation and motion design skill set. I'm always looking to work on projects with the creative scope to challenge myself further.

Skills

Motion Design
Illustrative Design
Storyboarding
Visual Ideation
2D Character Rigging
Cel Animation
Type Animation
Compositing, Tracking
3D Modelling, Texturing

Primary Softwares

After Effects + plugins
Illustrator
Photoshop
Animate
Cinema 4D + Red Shift
Premiere Pro

Further Knowledge

InDesign
Mocha
Java Script
TV Paint
Audition

Experience

Animator and Motion Designer - Freelance

I've worked as a freelance motion designer, animator and illustrator for a variety of ad agencies, studios and production companies. This work includes online campaigns, social ads, TVCs, explainers and DOOH. In this time, I've tackled a multitude of briefs and worked in many different environments. My clients include Unreasonable Studios, Iris, McCann Group, Tinmouse Animation, Nucco Brain, The Corner and Proteus Digital Health. I've worked on projects for Starbucks, the NHS, Unilever, ebay, FIFA, Guide Dogs, Pandora and Johnnie Walker to name a few.

2017 - Now

Iris London - Animator, Motion Designer

At Iris I animated a series of social media ads for Samsung to promote the Galaxy S24 Ultra, the S23 and the Galaxy Tab S9. I also animated content for Alcon's in-store displays. My work here involved 2D motion design with typography and brand assets.

Jan - Mar
2024

Unreasonable Studios - Animator, Motion Designer

I animated on campaigns and pitches for Johnnie Walker, Revolut and Amazon Ads including deliverables for DOOH, social media and TV. My work here involved motion design, typography animation and compositing of titles over footage.

Nov - Dec
2023

Fletcherwilson - Animator, Illustrator

At Fletcherwilson, I created a number of explainers for an AI company, UI Path. This involved visual ideation, storyboarding, vector illustration, motion design and character animation. I also created a set of explainers for dunnhumby, a retail data science company.

Sep - Oct
2023

Iris London - Animator, Motion Designer

At Iris I animated a series of social media ads as part of a campaign for the Samsung Galaxy S23 series. I also animated on a campaign for C2C Rail. My work here included motion design and animation.

July - Aug
2023

Unreasonable Studios - Animator, Motion Designer, Illustrator At Unreasonable I animated on TVCs, Social Ads, DOOH and Sizzle Reels. I created 2D and 3D animations for end clients such as Pandora, Comfort Fresh, Google, Amazon, Gordons Gin and Mini. My work here involved motion design, cel animation, compositing and 3D modeling.	Oct 2022 - Jun 2023
Craft Worldwide - Motion Designer I was the lead motion designer on a DOOH campaign for ebay. I animated a series of 2D digital 6, 48 and 96 sheets that went out across London Underground, Network Rail and out-of-home screens around the UK.	Aug - Sep 2022
Unreasonable Studios - Animator, 3D Modeller I worked on a series of social ads and TVCs as part of Unilever's 'Every U Does Good' campaign to showcase their CSR. The campaign was rolled out on social media across the world. My work here involves character animation, cel animation, 3D modelling and UV mapping.	Mar 2021 - May 2022
Tinmouse Animation Studio - Animator Here I worked as an animator on explainers for a social enterprise, InfraCo Africa. My work involved 2D character rigging, compositing and motion design.	Feb 2021
86 IT Ltd - Illustrator and Animator Working with Chelsea and Westminster hospital, I illustrated and animated an NHS communications video about end of life care to share the experiences of doctors and nurses. This included concept development, storyboarding, illustration, digital painting, cel animation and 2D character rigging.	Oct - Dec 2020
Nucco Brain - Animator and Graphic Designer Here I worked as an animator on game ads, explainers and social ads. End clients included Candy Crush, Spurs FC, JP Morgan and Research England. My work here also involved graphic design, creating infographics for social media to promote Nucco Brain as a studio.	May - July 2020
Iris London - Animator and Motion Designer I worked on accounts for Starbucks, Sainsbury's, cinch, Samsung and Pepsi creating social ads and DOOH across multiple campaigns. I was the lead animator on the Starbucks 2020 summer range campaign for their social channels and in-store displays. My work here included animation, motion design and editing.	Nov 2019 - Mar 2020
For even more experiences please take a look at my LinkedIn page: linkedin.com/in/sebhartzell/	2012-2019

Qualifications

MA Theatre with Media and Arts Technology: Distinction Queen Mary University of London	2010 - 2011
BA English and Drama: First Class Joint Honours Queen Mary University of London	2007 - 2010

Referees

Dan Beale Senior Post-Producer, Unreasonable Studios dbeale@unreasonablestudios.com	Adam Brocklebank Creative Services Director, Iris London adam.brocklebank@iris-worldwide.com
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