

Seb Hartzell

Animator, Motion Designer
sebhartzell.com

sebhartzell@gmail.com
@sebhartzell
+44 (0) 7914889693

I've been working in animation and motion graphics for over 9 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
2D Character Rigging
Cel Animation
3D Modeling

Primary Softwares

After Effects + plugins,
Illustrator, Photoshop
Animate, Cinema 4D
Harmony, Premiere

Further Knowledge

Audition
Mocha
Dreamweaver

Experience

<p>Animator and Motion Designer - Freelance I've worked as a freelance animator for a variety of ad agencies, production companies, and start-ups. This work includes online campaigns, social ads, explainers, DOOH, animations for broadcast and for UX design. In this time I've tackled a multitude of briefs, and worked in many different environments. My clients include Unreasonable Studio, Iris, Tinmouse Animation, Nucco Brain, FCB Health and Proteus Digital Health. I've worked on projects for Starbucks, the NHS, FIFA, Guide Dogs, Unilever, The Sunday Times and Boehringer Ingelheim to name a few.</p>	<p>2017 - Now</p>
<p>Unreasonable Studios - Animator, 3D Modeller I worked on a series of social ads as part of an ad campaign for Unilever 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.</p>	<p>Mar - Jun 2021</p>
<p>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.</p>	<p>Feb 2021</p>
<p>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, digital painting, cel animation and 2D character rigging.</p>	<p>Oct - Dec 2020</p>
<p>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.</p>	<p>May - July 2020</p>

<p>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.</p>	<p>Nov 2019 - Mar 2020</p>
<p>The Corner London - Motion Designer I worked with The Corner's head of design to create an explainer for the insurance company, Manolete. This work involved motion design and 3D modeling. I also worked on a pitch for an energy app called Boost, animating a number of social posts and DOOH examples.</p>	<p>Apr - May 2019</p>
<p>Zone Digital - Animator and Illustrator I created a variety of social ads and explainers for the charity, Guide Dogs. My work included concept development, illustration, character rigging and cel animation.</p>	<p>Nov 2018 - Jul 2019</p>
<p>FletcherWilson - Animator, Motion Designer, Illustrator I worked as lead motion designer on the video content for the Entrepreneur of the Year Awards for Ernst & Young and created a large number of explainers for UI Path a robotics process automation company. This involved storyboarding, graphic design, vector illustration, character animation, 3D modeling, compositing and editing.</p>	<p>Apr - Oct 2018</p>
<p>Proteus Digital Health, Inc - Animator and Illustrator I created a variety of animated content including explainers, animations for UX design and media release to promote the Proteus Discover® healthcare program. My work here included illustration, graphic design, character animation, 3D and compositing.</p>	<p>Sep 2017 - Apr 2018</p>
<p>Screencult - Lead Motion Designer and Animator Before jumping into the freelance world, I led a team of four animators and designers. I worked across the Adobe creative suite and Cinema 4D to take projects from storyboard through to design and animation. I would also delegate tasks and provide on-the-job training to juniors.</p>	<p>2013 - 2017</p>

Qualifications

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

Referees

<p>Joel Schillig - Resource Director, Iris London joel.schillig@iris-worldwide.com</p>	<p>Maggie Koo - Producer, Nucco Brain maggie.koo@nuccobrain.com</p>
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Interests

Cel animation is one of my main interests. Richard Williams' Animators Survival Kit is my bible. I enjoy life drawing, practicing Spanish and I've always been a bit of a jazz piano fanatic.