

FINLEY MARTIN

Philadelphia, PA 19107

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Portfolio: Fin-Rowes-Art.com (Password: Finrowesart)

PROFESSIONAL SUMMARY

Senior Motion Graphics Designer with 6+ years of experience in 2D animation, character animation, and brand storytelling. Expert in After Effects, Illustrator, Photoshop and Premiere. Proven ability to create brand-defining motion, lead animation direction, streamline workflows, and collaborate across design, strategy, and creative teams.

WORK EXPERIENCE

Studio RX | New York, NY | Jan 2019 - Present

Senior Motion Graphics Designer | Jan 2023 - Present

Motion Graphics Designer | Mar 2021 - Jan 2023

Junior Motion Graphics Designer | Jan 2020 - Mar 2021

- Created brand-driven motion systems and character animation for major clients such as Novartis and Eli Lilly.
- Directed projects from concept to delivery, ensuring alignment with brand and storytelling objectives.
- Produced 30–50+ animations per quarter across campaigns and product launches.
- Led animation direction on 5+ major campaigns per year.
- Collaborated across teams to integrate motion early in the design process.
- Streamlined AE workflows to support efficient cross-team production.
- Mentored 5 junior designers in animation principles and rigging.
- Regularly presented work to stakeholders and clients.
- Contributed to campaigns displayed in Times Square to audiences of 300K+ daily.
- Animation work featured at Cannes Lions and the Manny Awards.

FREELANCE DESIGNER & ILLUSTRATOR

Remote | 2018 - Present

Clients: Bushwick Starr, Woolly Mammoth Theatre, Independent Artists

- Delivered custom illustrations and designs across print and digital media
- Managed full client communication from concept to delivery.
- Collaborated closely with clients from concept to execution, consistently meeting tight deadlines.
- Produced branding, editorial, and promotional materials that strengthened visual identity and audience engagement.

SKILLS

Motion & Design: After Effects, Premiere, Photoshop, Illustrator, InDesign, Adobe Animate, Cinema 4D (basic), Figma, AI-assisted tools

Core Expertise: 2D Animation, AE Animation, Character Rigging, Character Animation, Illustration, Art Direction, Storyboarding, Graphic Design, Workflow Optimization, Public Speaking

CERTIFICATIONS

School of Motion — Character Animation Bootcamp (2020)

School of Motion — Rigging (2021)

School of Motion — Advanced Motion Methods (2023)

EDUCATION

Skidmore College - Saratoga Springs, NY

BS, Communication Design & Digital Art (May 2019)