

Carolina Kowalczyk

Art Director, Designer & Illustrator, Animator

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www.carolinanimation.com • New York, NY

Hi! I am an art director, illustrator, and award winning motion designer in NYC. I've worked in the animation and advertising industries for 10 years including training at South Park Studios, working full time at MullenLowe & T-Mobile, and freelancing at Nickelodeon & Bento Box. Throughout my career, I've worked on various projects: I've made graphics for an animated Netflix show, designed and animated content and did some video editing for the Noggin app for Nick Jr, made explainer and music videos, created mini games, designed and animated various logos, made banner ads and socials, and illustrated and designed for various clients. I have my BA in creative and professional writing from Carnegie Mellon University and MFA in Animation from the Savannah College of Art and Design.

Software & Skills

Adobe Suite: After Effects, Photoshop, Illustrator, Some PremierPro, Some InDesign, Maya, Some Cinema 4D, Adobe Animate, Figma, Sketch, 2D & 3D Animation, Motion Design, Motion Graphics, Graphic Design, Writing, Art Direction, Hand Lettering, Illustration, Typography, Photo editing and retouching, Craftsman+, Celtra, Multitasking, Organization, Project management, Project management software: Jira; Wrike; Monday.com; Asana, Scheduling, Written and verbal communication

Clients

Duolingo, Sierra Nevada, Google, Sunglass Hut, USPS, CBS, Dos Equis, Grammarly, Jack in the Box, Mattress Firm, MeowWolf, HEB, Jack Daniels, IKEA, SiriusXM, United Nations, E*Trade, Banner Health, Knorr, Schick, William Hill, TaxAct, Hawaiian Tropic, Sennheiser, Banana Boat, Threadsy, GoDaddy, Baptist Health, Carls' Jr, ASPCA, T-Mobile, McDonald's, Apple, etc...

Awards

Winner of a 2021 One Show Sustainable Development For Good Pencil, Silver Pencil, and a Bronze Lion at Cannes as a part of the team for the UN Women's "The UNSeen Story" campaign at MullenLowe

Work Experience

T-Mobile Advertising Solutions, New York, NY

Senior Graphic and Motion Designer

01/2022-Present

- Art Direction, conceptualization, design/illustration, animation, edit videos & photos, and copy writing for original and branded content for the Octopus rideshare tablet. Includes mini game creation, surveys, logo animations, short videos and animated cartoons, hand lettering, etc... for various clients and in house content.
- Create client and inhouse content outside of the tablet including video ads & Retail Media Network (RMN), social posts (Facebook, Instagram), CCTV, OLV, DOOH, illustrated facebook banners, e-mail signatures, client digital banner ads, etc...
- Oversee and direct projects done by junior members of the creative team; train and mentor other members of the creative team; lead one on one meetings and weekly team meetings; attend client meetings as a creative lead; develop onboarding and training materials

- Interim project manager for the team, overseeing projects, meeting with clients, assigning projects, scheduling projects, etc...; Trained as a Project Manager at T-Studios, T-Mobile's in house design studio

This is the same position I had at Octopus, but carried over to T-Mobile after the acquisition.

Seer Interactive, Remote
Freelance Motion and Graphic Designer

05/2021-04/2022

Art direction, design & illustration, and animation for explainer videos, digital banner ads, IG and Facebook posts, etc... for various clients

Nickelodeon, New York, NY/Remote
Freelance After Effects Compositor

07/2021-02/2022

- Work with the Play Along Video team for Noggin at Nick Jr.
- Character animation, motion graphics, and video editing and compositing for Play Along Video cut scenes.
- Designed logos, Zoom backgrounds, animated Giphy stickers & slack emojis, and other swag for the 2021 Noggin Hackathon.
- Prepare existing animation and video files for programmers/authors (png sequences, coordinates, masks, etc...)

Octopus Interactive, Remote
Motion Graphics and Video Artist

11/2021-01/2022

Design, animate, and write copy for original content for the Octopus rideshare tablet. This is the same position I currently have at T-Mobile before Octopus was acquired.

Bento Box, Remote
Freelance Graphics Artist

07/2021-09/2021

Designed and animated various graphics (credits, lower thirds, logos, parody commercials, etc...) for the animation/live action hybrid Netflix series "Saturday Morning All Star Hits"

MullenLowe, New York, NY
Motion Designer

07/2019-07/2021

- Part of both Yeti Productions and the in-house digital production team, animating social posts (Facebook, Instagram), digital banner ads, logos, and other video and digital media for various clients and internally for MullenLowe using motion graphics, hand drawn/cell animation, & 3D.
- Production design, art direction, & illustration for some digital content.

Freelance Design, Illustration, Animation, and Motion Graphics
Various Clients

09/2015-07/2021

- Animated for the "Butterfly" video for music artist Eliza Queen (video has over 111k views), & designed and animated social media content for her songs "Butterfly" and "First Time."

- Art Direction and animation for The Dodo Kids channel; Animation for a Carl's Jr. explainer video, video editing the Art for Healing documentary "Essence of an Artist," Motion Graphics for Linkwell Health, etc...
- Graphic Design for the CUNY School of Law, ASPCA, Food Allergy Research & Education (FARE), Fifty + Health, etc... Marketing Coordinator doing design and copywriting at iOttie.

ASPCA, New York, NY

Administrative Manager

09/2015-11/2017

Managed all administrative duties of the 24/7 91st Street location including 2 departments with over 350 animals. Includes scheduling 100 employees on a weekly basis and managing time off, sick time, and payroll. Managing all ordering, supplies, inventory. Organizing all events, including media events. Supervised two direct reports: the Medical Administrative Assistant and the Foster Assistant.

South Park Studios, Los Angeles, CA

Technical Director Trainee

07/2015

Trained in all aspects of production for the animated television series South Park. Created backgrounds and characters, set up shots for animators, designed and modeled new props, and rigged props and characters. This was a week long internship that mimics the actual production schedule for the show- an episode a week

Education

MFA in Animation, 2013-2015, **Savannah College of Art and Design**

BA in Writing, 2003-2007, **Carnegie Mellon University**