

EVAN LOCKHART

Art Director | Storytelling Through Design & Movement

[\[Portfolio\]](#) | [\[Email\]](#) | [\[LinkedIn\]](#)

ABOUT ME

I'm a **story-driven designer** passionate about crafting brand experiences that evoke emotion. My background in branding, motion, and editorial design allows me to bring **flexible and strategic thinking** to every project. When I'm not at my desk designing, I'm outdoors, running trails, or working in a local family-run greenhouse.

SKILLS

- **Brand Identity & Development:** Crafting visual identities that tell compelling stories.
- **Motion Design & Animation:** Bringing brands to life through movement.
- **Creative Direction & Strategy:** Conceptualizing and executing brand narratives.
- **Adobe Creative Suite:** After Effects, Illustrator, Photoshop, Premiere Pro, Lightroom.
- **Digital & Print Design:** Social media assets, editorial layouts, marketing collateral.
- **Storytelling & Concept Development:** Using visuals and motion to evoke emotion.
- **Platforms & Tools:** Figma, Squarespace, Photography, Writing.

EXPERIENCE

Freelance | Brand & Motion Designer

2012 – Present

- Developed **branding and visual identities** for clients across industries, emphasizing storytelling-driven design.
- Created **motion graphics for digital campaigns**, including Samsung and Instagram ads while at R/GA.
- Art Directed & designed engaging **social media and digital ads** to promote NBA game nights for DirecTV.
- Conceptualized and executed marketing materials for brands like **Adidas, Bloomingdale's, HP, and Tommy John** at Decoded Advertising & Annex88.
- Developed **editorial graphics and animations** for HuffPost and VICE Media, elevating brand engagement.
- Created animated social content for **SpongeBob's official platforms** and helped pitch new show concepts for Nickelodeon.

FiNC | Graphic Designer (Contract)

Dec 2024 – Feb 2024 | Remote

- Art directed & designed branding and marketing assets for **FiNC Tank**, a political podcast promoting civil discourse.
- Crafted a bold yet balanced visual identity, incorporating grunge aesthetic and symbolic storytelling elements.

MONCstuff | Co-Creator & Creative Director

2020 – 2024 | Bangkok

- **Founded and led creative direction** for an outdoor lifestyle brand, developing branding, packaging, and marketing assets.
- Successfully trademarked and briefly sold products on Amazon.

Kanomkush | Co-Creator & Creative Director

2022 – 2023 | Bangkok

- Developed **branding and packaging** for a cannabis edibles brand, designing a unique product experience.

Courier Newsroom | Senior Motion Designer

2020 – 2020 | Remote

- Developed **motion graphics for editorial news content**, making complex stories more engaging and accessible.

Thrillist | Editorial Graphic Designer

2017 – 2018 | New York

- Designed **illustrations and graphics** for digital editorial content, enhancing storytelling through visual elements.
- Created **animated assets for the video production team**, supporting marketing and sales efforts.

National Geographic Channel | Creative Writer & Producer (Intern)

2009 – 2009 | Washington, DC

- Wrote and produced **on-air promotional content**, helping drive viewership through compelling storytelling.

EDUCATION

Kent State University | Bachelor's in Video Production

2004 – 2009

- Studied the transition from **analog to digital storytelling** through video production.
- Completed **cultural and language immersion programs** in Japan and Germany.
- Earned **TEFL certification**, teaching and training in Dresden, Germany.