

Molly Evans

Designer & Motion Specialist

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OBJECTIVE

Strategic designer and motion specialist focused on social-first visual storytelling, performance-driven creative, and scalable brand systems. Experienced in crafting cohesive assets across Instagram, TikTok, email, and paid media — with a collaborative, fast-paced workflow that supports both marketing and mission-driven teams.

EXPERIENCE

Freelance Motion Designer & Animator

Self-Employed / MAY 2022 - PRESENT

- Design conversion-optimized creative for organic and paid social campaigns (Reels, Stories).
- Build reusable brand systems: social templates, icon sets, lightweight design libraries.
- Create visual assets for email campaigns, landing pages, and content launches.
- Collaborate with wellness brands, musicians, and startups to ensure brand alignment and audience connection.

Motion Graphics Designer & Social Media Strategist

Hatchet Granny / SEP 2024 - NOV 2024

- Designed motion-first Instagram content to grow reach and engagement.
- Scheduled and managed content calendar with daily publishing and community response.
- Balanced storytelling, visual consistency, and trend relevance across campaigns.

Designer & Promoter

Doom Fam - MAY 2022 - MAY 2024

- Produced brand-aligned visual assets for weekly livestream events.
- Created motion and still content across Instagram and YouTube.
- Helped define visual strategy for promotions and audience participation.

SKILLS

- **Design & Motion:** Adobe Creative Suite (Photoshop, Illustrator, After Effects), Canva, Figma
- **Web & Email:** WordPress, Shopify, HTML/CSS, Mailchimp
- **Content Systems:** Logo and icon design, branded social templates, scalable visual systems
- **Strategy:** Social-first design, conversion-focused layouts, trend integration
- **Other:** DaVinci Resolve, color grading, motion for email and social
- **Workflow:** Rapid-turnaround execution, cross-team collaboration, organized remote work