

MARCIE LACERTE

Animator & Art Director based in Minneapolis, MN

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EXPERIENCE

Mars Lizard Studio / Freelance Animator, Art Director, and Illustrator

Jan 2017 to Present

- Direct animated videos and motion graphics for educational, political, nonprofit, and journalistic entities.
- Visualize client direction and bring abstract concepts into concrete reality by creating mood boards, storyboards, and style decks.
- Art direct animators by giving feedback, streamlining workflows, creating toolkits, and managing client expectations.
- Design assets like text elements, title cards, editorial illustrations, and footage compositing for smaller projects.
- Clients: The Guardian, Wieden+Kennedy, Giphy, PBS, NPR, Quartz, Vox, Scientific American, School of Life, Adobe, and Berlin-Rosen.

Jacob Burns Film Center / Creative Culture Fellow

Sep 2021 to Jun 2022 / Pleasantville, NY

- Workshopped two animation scripts as the Fall 2021 Silver Sun Diverse Voices Fellow.
- Contributed to the fellowship by providing feedback to other fellows' films and assisting on live-action sets.
- Presented two skillshares: "How To Use Mood Boards" and "DIY Storyboarding for Non-Artists."
- Awarded a Jerome Hill Artist Fellowship Alternate Grant (5% funding rate) for one of my workshopped films.

Vox / Motion Graphics Designer

Oct 2020 to Aug 2021 / Remote

- Designed, storyboarded, and animated motion graphics for eight episodes of season three of *Explained* on Netflix.
- Collaborated with an art director, junior designer, and producer to create a unique yet cohesive aesthetic for each episode.
- Adhered to quick turnarounds, and tracked all visual content across multiple spreadsheets and GFX trackers.
- Introduced stop motion to the show, and experimented with handmade collage, rotoscope, and paper cut-out.

Great Big Story / Motion Graphics Designer

Nov 2019 to Aug 2020 / New York, NY

- Created motion graphics assets for 20+ YouTube videos, and illustrated and designed editorial assets for the brand's website.
- Introduced Dragonframe, greenscreen compositing, and VFX masking, streamlining production efficiency.

Quartz / Animator

Jul 2018 to Jul 2019 / New York, NY

- Designed, storyboarded, and animated motion graphics for *Quartz News*, a weekly Facebook News show.
- Visualized producers' concepts by collaborating on unique style directions for each episode while adhering to brand guidelines.
- Produced one self-directed video and co-produced two videos, each with over 200K views on YouTube.
- Composited, designed, illustrated, and animated for other videos, including Webby Award-winning show *Because China*.

NPR / Video Intern

Sep 2017 to May 2018 / New York, NY

- Designed and animated motion graphics for several videos, and created editorial illustrations for NPR Music and Planet Money.
- Self-produced a multimedia stop-motion video for *Invisibilia* that premiered at the Ottawa International Animation Festival.
- Wore a mustache and acted on camera for a Planet Money [video](#).

SELECTED AWARDS

The One Club for Creativity / COLORFUL Finalist and ADC Young Guns Finalist, 2024

Jerome Foundation / Artist Fellowship Alternate, 2023

Jacob Burns Film Center / Silver Sun Diverse Voices Fellowship, 2021 to 2022

The New Yorker / [Documentary commission](#), 2021

CalArts Experimental Animation / Visiting Artist, 2021

Vimeo / Staff Pick, 2017

EDUCATION & PROFESSIONAL DEVELOPMENT

Minneapolis College of Art and Design / BFA in Animation

Minneapolis, MN

- Awarded the Presidential Scholarship, Best in Show at Made @ MCAD, and Semifinalist from the Adobe Achievement Awards.
- Organized a 48-hour film festival and made a collaborative zine about [Guy Fieri](#).

Shankdaken Projects / [How To Riso](#)

2023 / Brooklyn, NY

Upright Citizens Brigade / Sketch 101, Improv 101, and Improv 201

2019 to 2020 / New York, NY

SKILLS

Expert / Adobe After Effects, Adobe Photoshop, Procreate

Advanced / Adobe Illustrator, Adobe Premiere, Dragonframe, Google Sheets, Google Slides

Other / Cel Animation, Storyboarding, Mood Boards, Art Direction, Creative Direction, Project Management, Public Speaking, HTML/CSS