

# Abram Hodgens

Senior Motion Designer · Creative Director · Brand & Visual Communication

Santa Monica, CA · theabe@gmail.com · [abramhodgens.com](http://abramhodgens.com) · [linkedin.com/in/abram-hodgens](https://linkedin.com/in/abram-hodgens)

## PROFILE

---

Senior motion designer and creative director with 20+ years of experience translating complex ideas into clear visual systems, brand content and video. Experienced leading projects from concept through final delivery across corporate, technology, education, broadcast and commercial environments. Combines design, editorial, motion, live-action production and creative direction, with experience building reusable graphics systems and directing internal and external talent.

## SELECTED EXPERIENCE

---

### Writer, Director, Editor, Motion Graphics | Acasus (contract) | Jun 2025 – Oct 2025

- Wrote, directed and produced "Lessons Learned," an eight-part animated series adapting Fenton Whelan's book on global education reform.
- Owned the full production pipeline: script adaptation, voiceover, editorial, b-roll, sound design, motion graphics and look development.
- Hired and directed an outsourced character animator through notes, review cycles and final delivery.
- Built and launched the companion resource portal for educators, administrators and policymakers.

### Creative Director & Motion Designer | (A+B) Media (contract) | Feb 2025 – Aug 2026

- Directed and produced the complete motion graphics package for a feature documentary, including title design, a gameshow-style sequence and integrated visual effects.
- Built a reusable visual system for live plates, multicam interviews, lower thirds, panels and transitions.
- Designed and animated the Acasus brand identity package, including logo animation and supporting graphics.
- Edited multicam podcast episodes and social/YouTube cutdowns supporting the film and brand.

### Founder & Creative Director | AbramMotion | Nov 2011 – Present

- Independent creative practice spanning brand identity, motion graphics, video, editorial and visual communication, with hands-on execution and creative direction.
- Designed and animated a complete stadium graphics package for a professional women's softball franchise via Daktronics, including main screen, ribbon LED and in-game elements.
- Designed and animated UI for the mio TV (now Singtel TV) set-top box interface, a national IPTV platform.
- Wrote, directed, shot, edited and completed motion graphics and post for an athletic performance commercial, owning the project from concept through delivery.
- Produced real-time animated shorts for an annual client campaign, renewed each year.
- Designed and animated the Walmart Cookshop campaign and brand motion identity work for Lockton.

### Motion Graphic Designer | Lockton Companies (contract) | Apr 2022 – Sep 2023 | Santa Monica, CA

- Conceptualized and created more than six minutes of 3D motion graphics and developed a rebranding motion identity.

### Motion Graphics Designer | NFL Network (contract) | Aug 2022 – Nov 2022

- Designed and animated promo graphics in Cinema 4D, Octane and After Effects; extended the games promo package for advertisers, new teams and players.
- Built handoff toolkits in After Effects for NFL editors and outside vendors.

### Motion Graphics Designer | Pilgrim Media Group (contract) | Sep 2017 – Mar 2018

- Designed and animated concepts, style frames, lower thirds and complete graphics packages for unscripted series across Discovery and History, delivering on episodic production schedules.
- Credits include American Chopper, UFC, Street Outlaws: Memphis, Street Outlaws: No Prep Kings, Days That Shaped America.

### Motion Designer, Producer, Editor | Maxisms Media LLC | Jul 2019 – Mar 2022

- Produced video, animation and graphic elements for social platforms: shooting, editing, 3D animation and design, including on site production at international locations.

- Edited and completed all VFX for a nine part comedy series written and shot by Max Emerson, five to eight minutes per episode, released on YouTube.

**Lead Character Animator** | 37 Entertainment · Shanghai | Feb 2011 – Nov 2011

- Lead character animator on cinematics for Riot Games (League of Legends) and Ubisoft (Rayman Raving Rabbids).
- Led a team of five animators through shot assignment, review and delivery; served as creative liaison between Riot Games in Santa Monica and the Shanghai production team across a fifteen hour time difference.

**Visual Effects Artist** | Big American Films · Shanghai Nov 2009 – Feb 2011

- Animation and VFX for real-time live event spectacles for Hennessy; VFX and compositing on Mission: Impossible – Ghost Protocol (Paramount, 2011).

**Studio Director, Motion Graphics** | Daktronics Inc. · Shanghai | Nov 2004 – Aug 2008

- Creative direction and animation for large format LED display content, including installations for Wynn Macau, Grand Lisboa, Times Square and Coca-Cola campaigns and most major league sports stadiums in the US.
- Relocated to Shanghai, opened, and directed the Daktronics Animation Shanghai office. Recruited and trained animators, directed creative and technical projects, and presented creative briefs to clients.

## CAPABILITIES

---

**Creative Direction & Design:** brand identity systems, art direction, visual development, storyboarding, campaign graphics, creative briefs, talent/vendor direction

**Motion & Video:** After Effects, Premiere Pro, DaVinci Resolve, motion graphics, editorial, multicam, social/video cutdowns, sound design, delivery

**Production & Technology:** live-action direction, location production, Unreal Engine, Cinema 4D, AI-assisted production, ComfyUI

## SELECTED CLIENTS & PRODUCTIONS

---

NFL Network, Riot Games, Ubisoft, Coca-Cola, Paramount Pictures, Discovery, History Channel, National Geographic, FX, Hennessy, Walmart, Singtel, UFC, Lockton, Wynn Macau, Grand Lisboa, Jakks Pacific, KIND, eko, Acasus, Daktronics. Delivered directly and through studios, agencies and production companies.

## EDUCATION

---

Collins College, Associate of Animation (2002 to 2004) · South Dakota State University, Graphic Design