



# JONNY LAWRENCE

Animation & Illustration Portfolio 2024

[www.jonnylawrence.com](http://www.jonnylawrence.com)



A portrait of Jonny Lawrence, a man with long, wavy brown hair and a beard, wearing a dark blue beret and a dark blue turtleneck sweater. He is resting his chin on his hand and looking thoughtfully to the right. The background is a blurred indoor setting with warm lighting.

Jonny Lawrence

Director / 2D Animator / Painter

# MEET THE ARTIST

In 2012, Jonny began his storytelling and filmmaking journey as a freelance animator. He has storyboarded and created animations for clients like FAO of the UN, Disney, Oxford University, CIFOR, Round Square, Fidelity, Deutsche Bank, and various startups. His personal work gained viral attention with the 2013 *Maker vs. Marker* animation, reaching over 2 million views in a week on YouTube and an estimated 500 million people overall.

Jonny's work has aired on television in 7 countries, from the USA (Nickelodeon's 'React to That') to Japan (NTV - *Sekai Banzuke*), and on Channel 4 (UK).

Currently, he is passionate about educating people on blockchain technology and digital assets as a GIF artist, achieving success on Twitter with one GIF gaining over 250,000 impressions. He also sells oil paintings with animated versions minted as NFTs, offering redeemable physical assets upon their purchase.

His versatility has led to projects in not-for-profit, music, banking, online dating, teaching, entertainment, and blockchain industries. Jonny enjoys working with new clients and studios and developing long-term relationships. He sometimes talks in the third person to seem important.



# STORYBOARDS

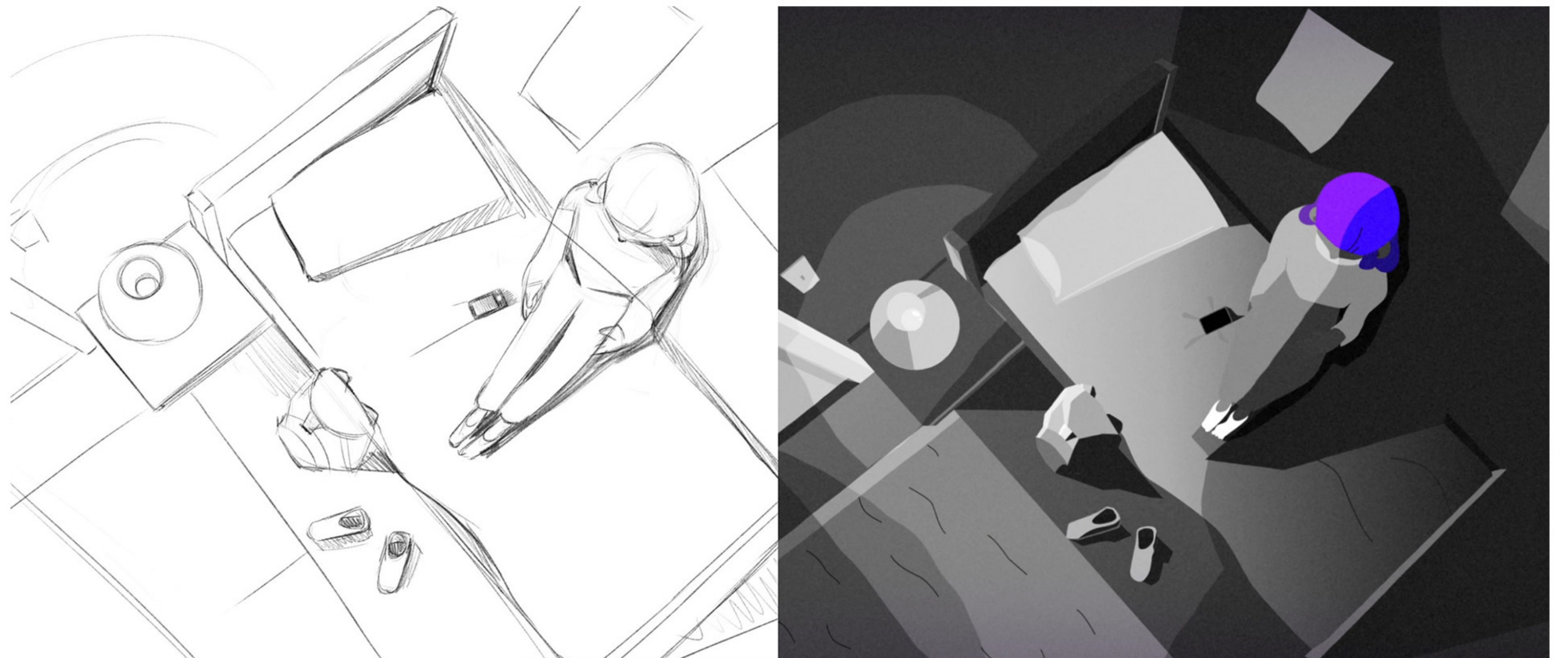
A fundamental stage in creating an animation is the storyboard. It is the first step in transforming an initial idea and script into visual imagery. The goal is to lay down the composition, camera angles, and transitions.

Depending on the client, a storyboard may serve best for camera angles and composition, while others need a storyboard that closely matches the final animation to avoid problems later. In such cases, the visual design is created before the storyboard.

These animation storyboards are viewable on my Youtube channel. If you are viewing this portfolio on my website, you can click the examples as they link to the videos.



Animation Storyboard Example 01



Animation Storyboard Example 02



# ANIMATION

I produce a varied mix of digital and traditional styled animations. Proficient in After Effects, Illustrator, Flash, and Photoshop, I combine my knowledge of these programs to explore the best method to deliver a message effectively.

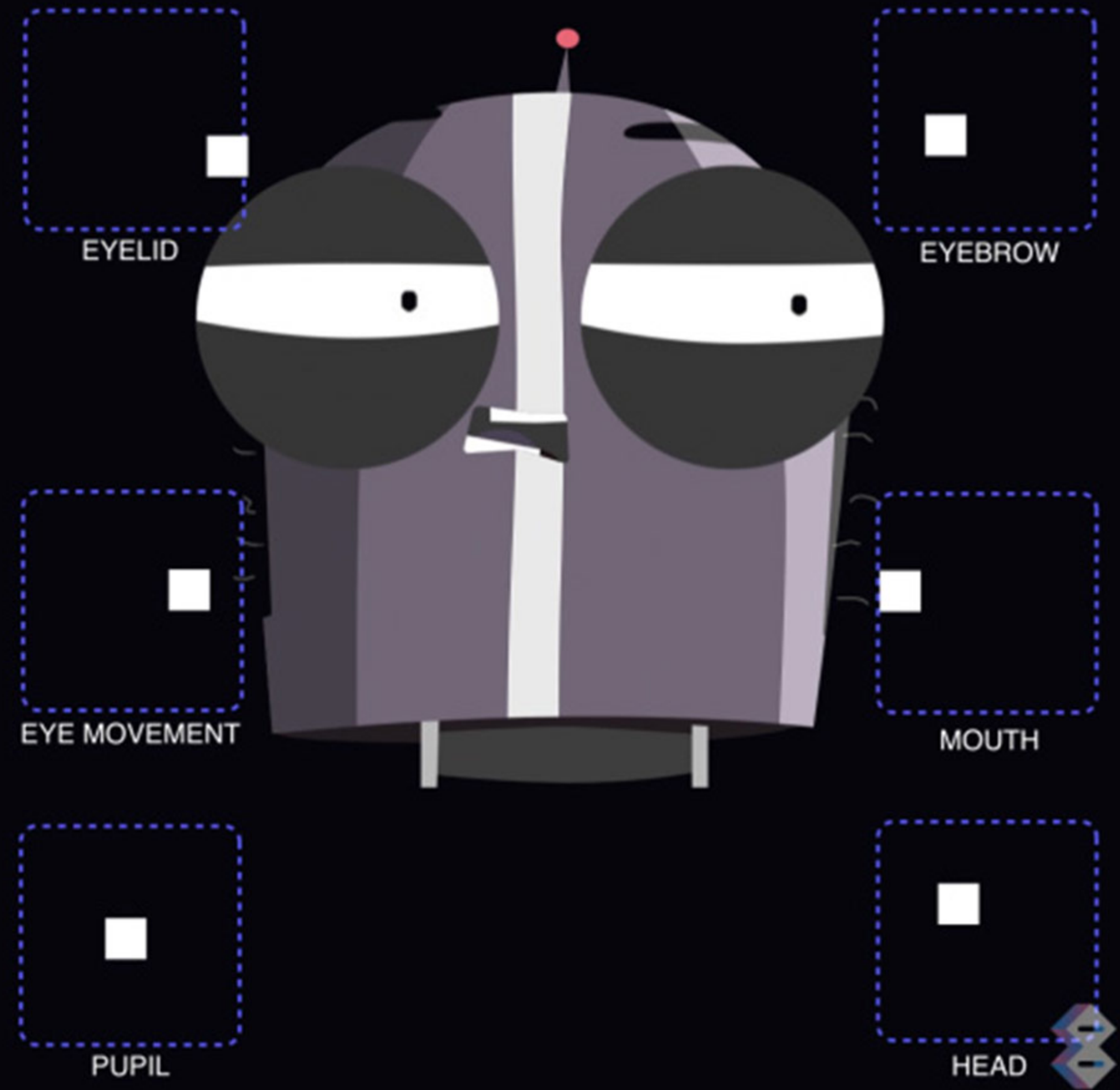
To view my latest showreel, click the button in the middle of the screen.

View  
Showreel



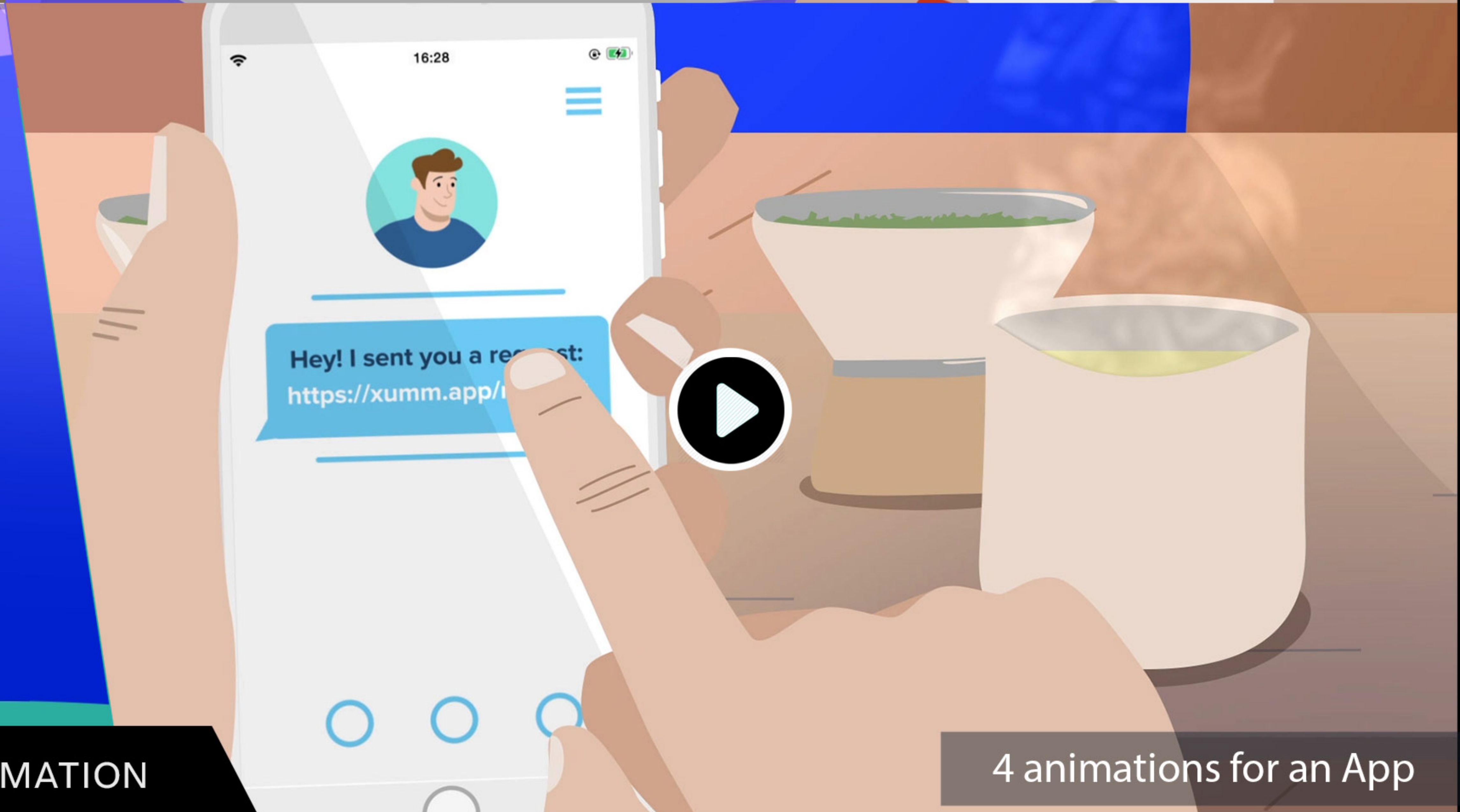
Felix - 'Don't You Want Me'  
15+ Million Views on Youtube





FACIAL ANIMATION

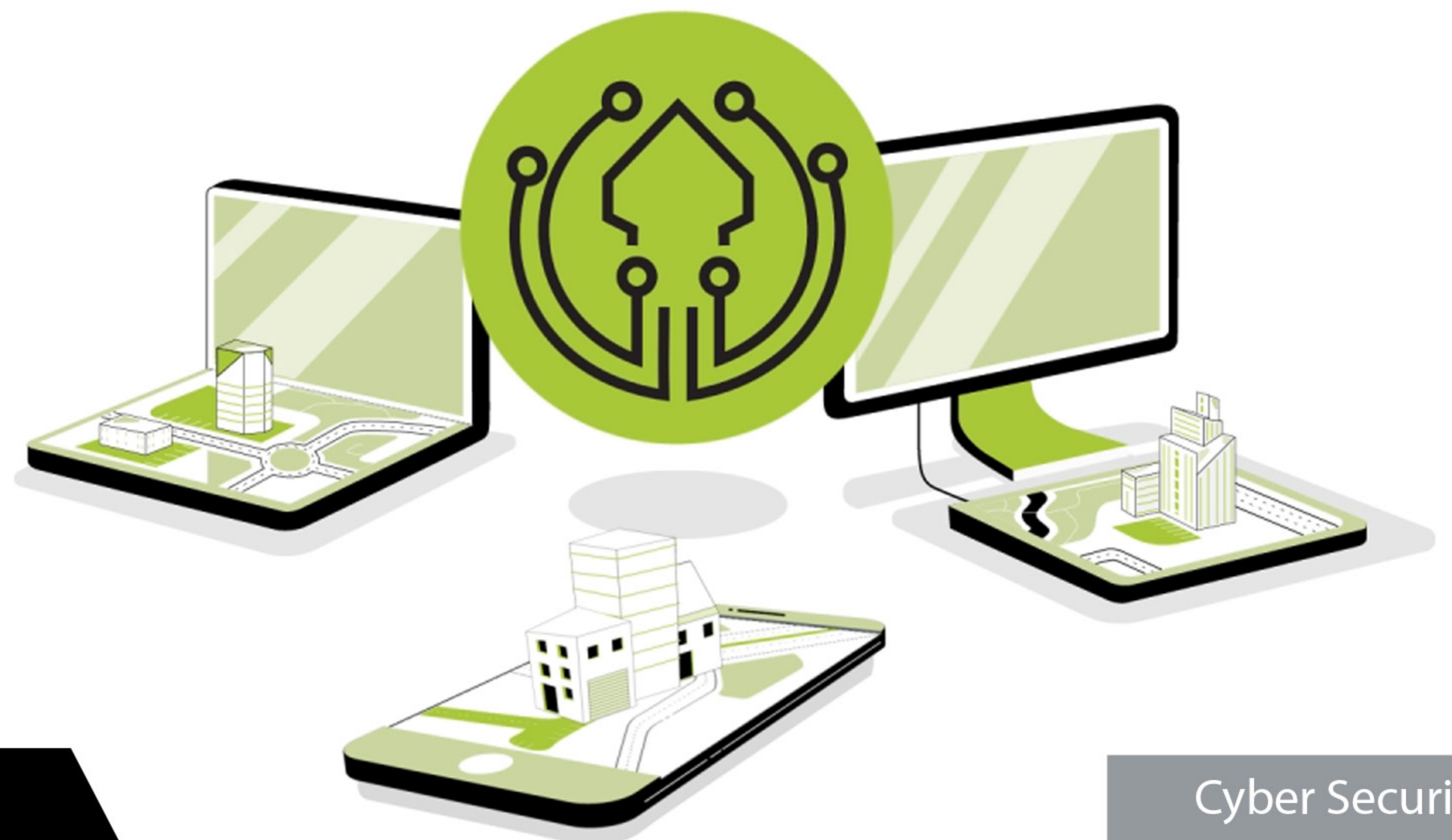
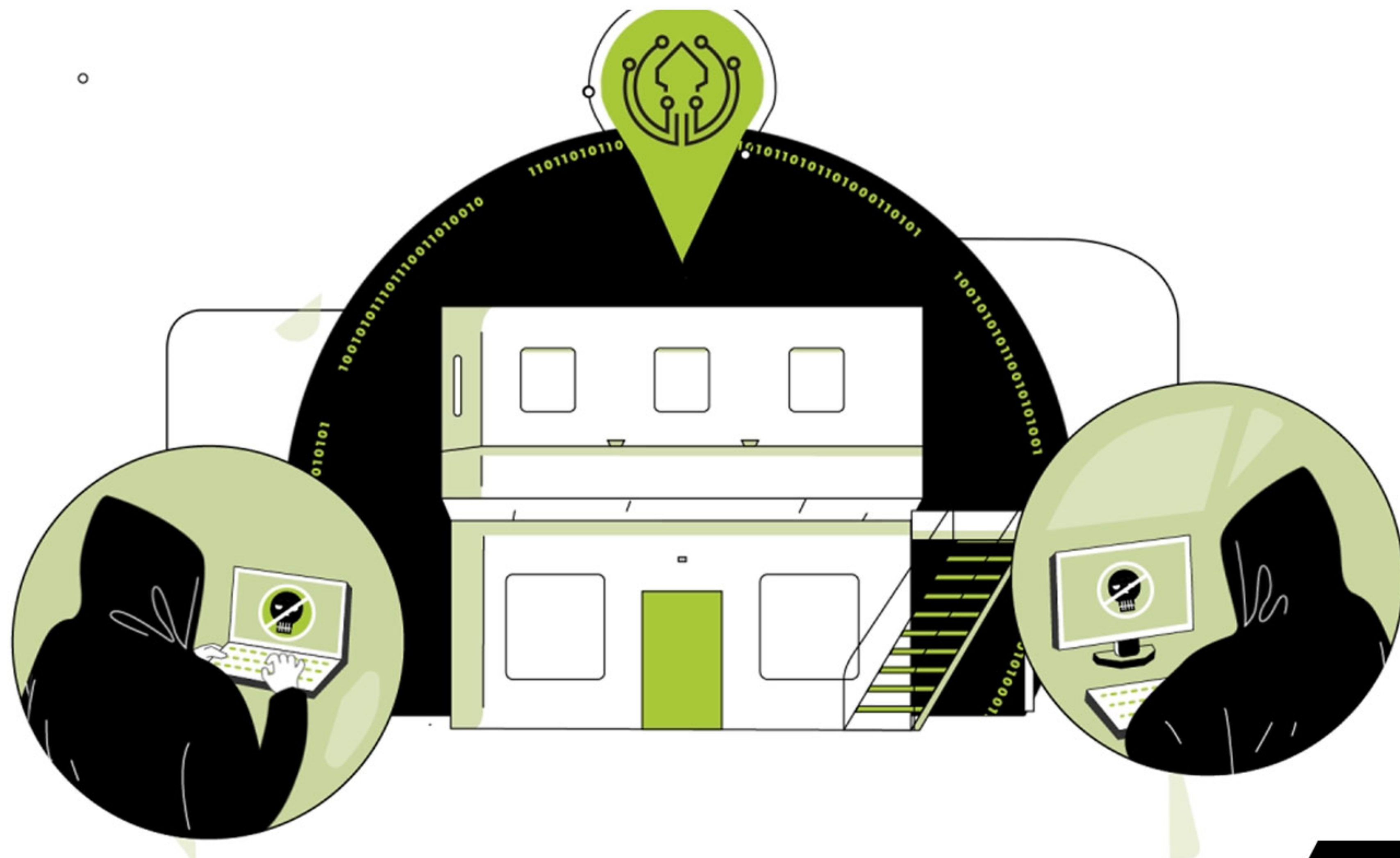




2D ANIMATION

4 animations for an App

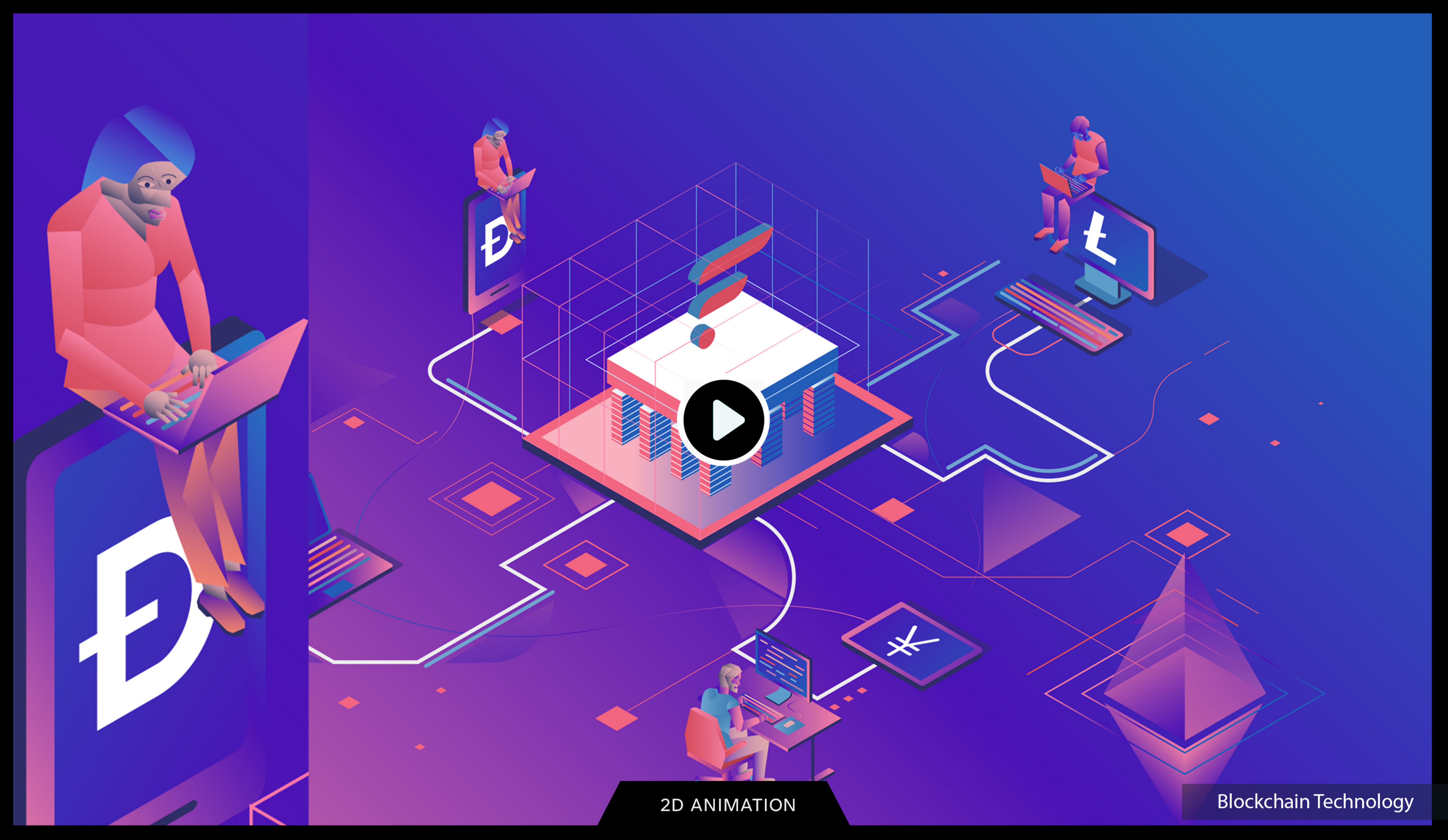




2D ANIMATION

Cyber Security

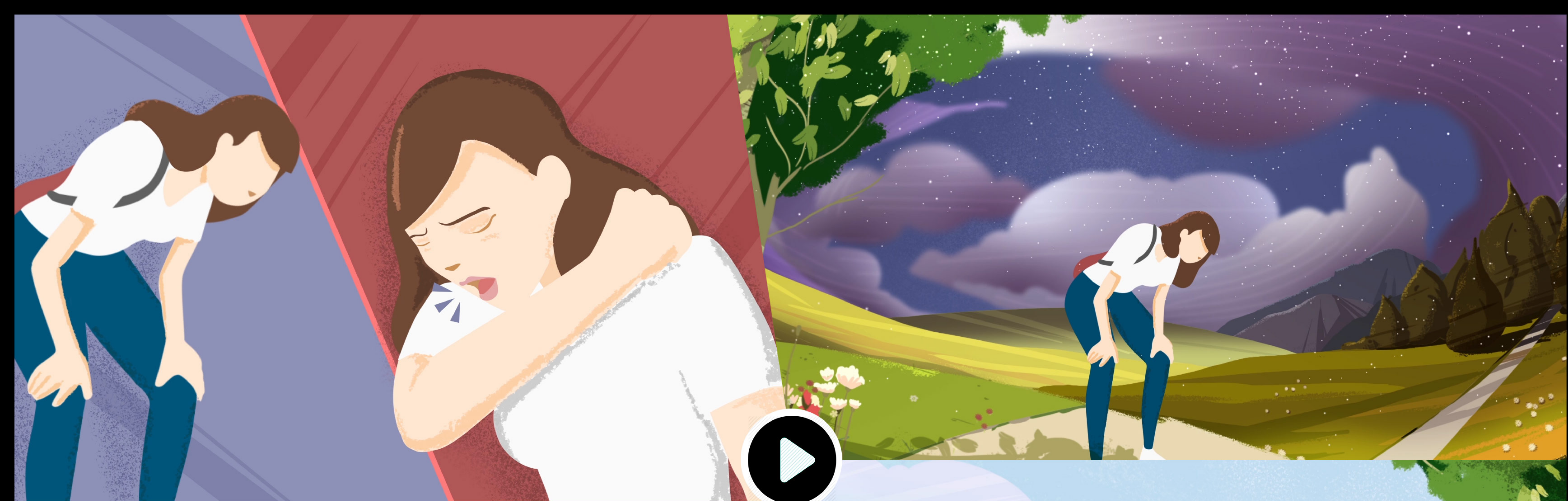




2D ANIMATION

Blockchain Technology





Y espirar soltando el máximo  
aire posible

**teva** | Respiratory  
Tan fácil como respirar



2D ANIMATION

Pharmaceutical



Y espirar soltando el máximo aire posible.



Y por último enjuagar la boca para eliminar posibles restos del medicamento.



teva | Respiratory  
Tan fácil como respirar.

2D ANIMATION

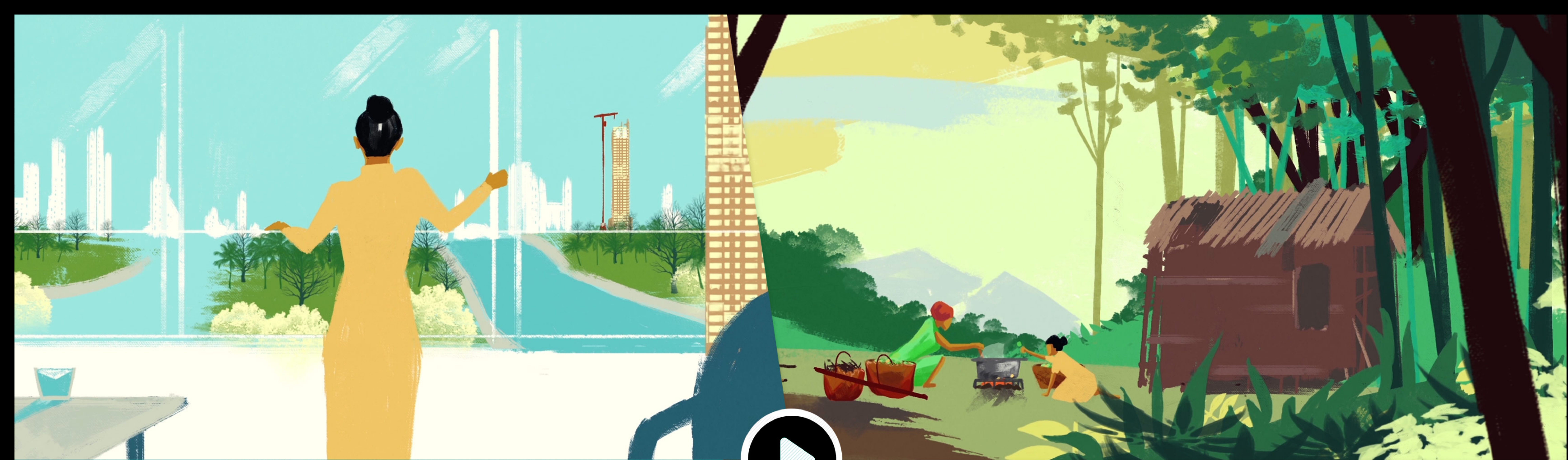
Pharmaceutical





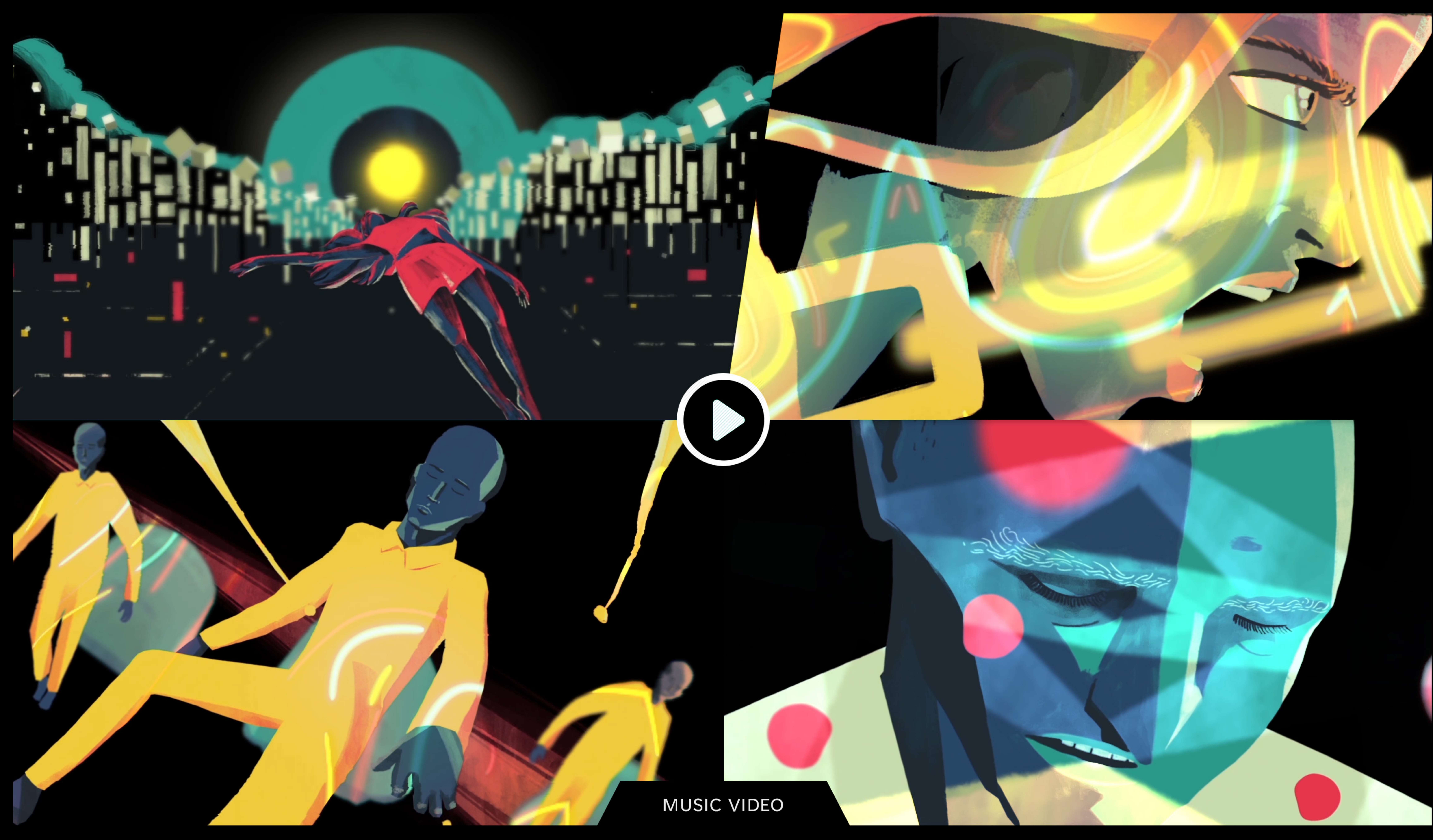
2D ANIMATION





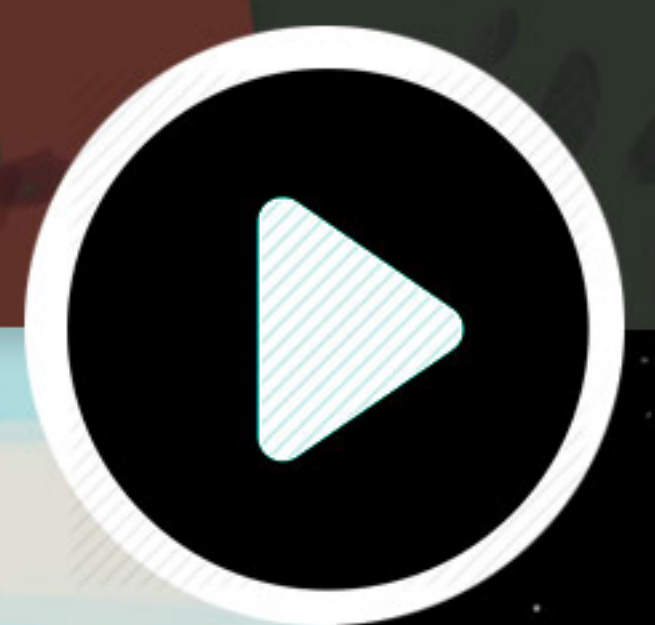
2D ANIMATION





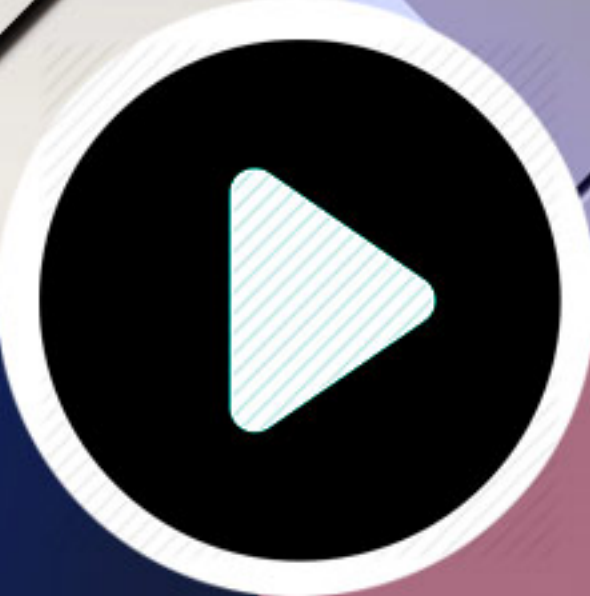
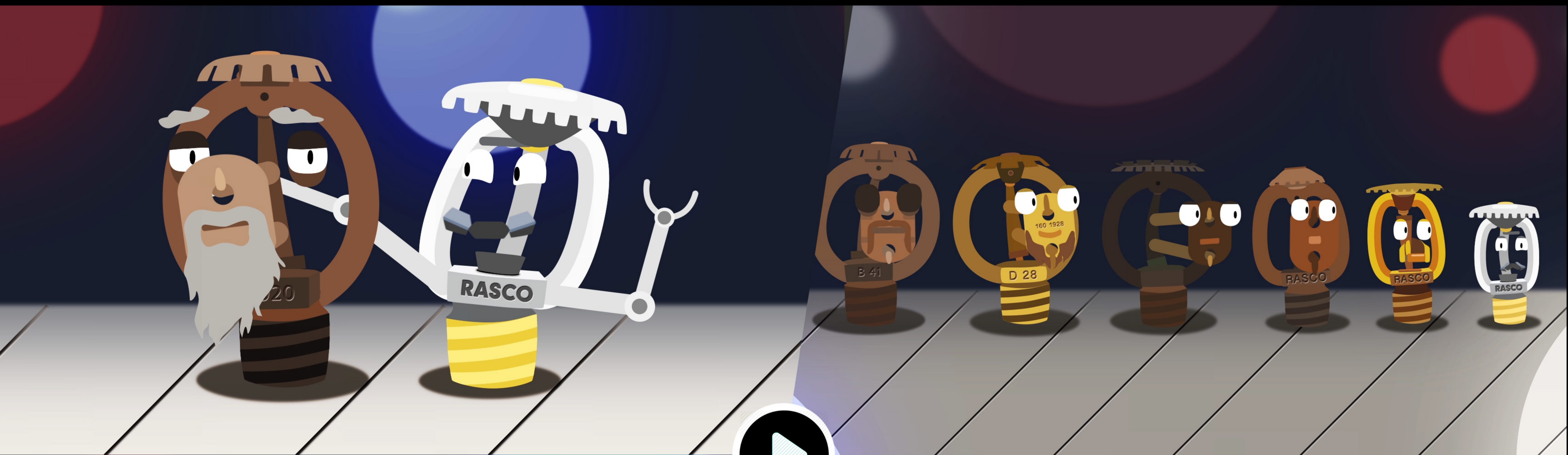
MUSIC VIDEO





EXPLAINER VIDEO





EXPLAINER VIDEO



UNITED KINGDOM  
TOTAL REVENUE



EDUCATIONAL VIDEO



# Tantrum meditation

FOR PARENTS







REUTERS TV

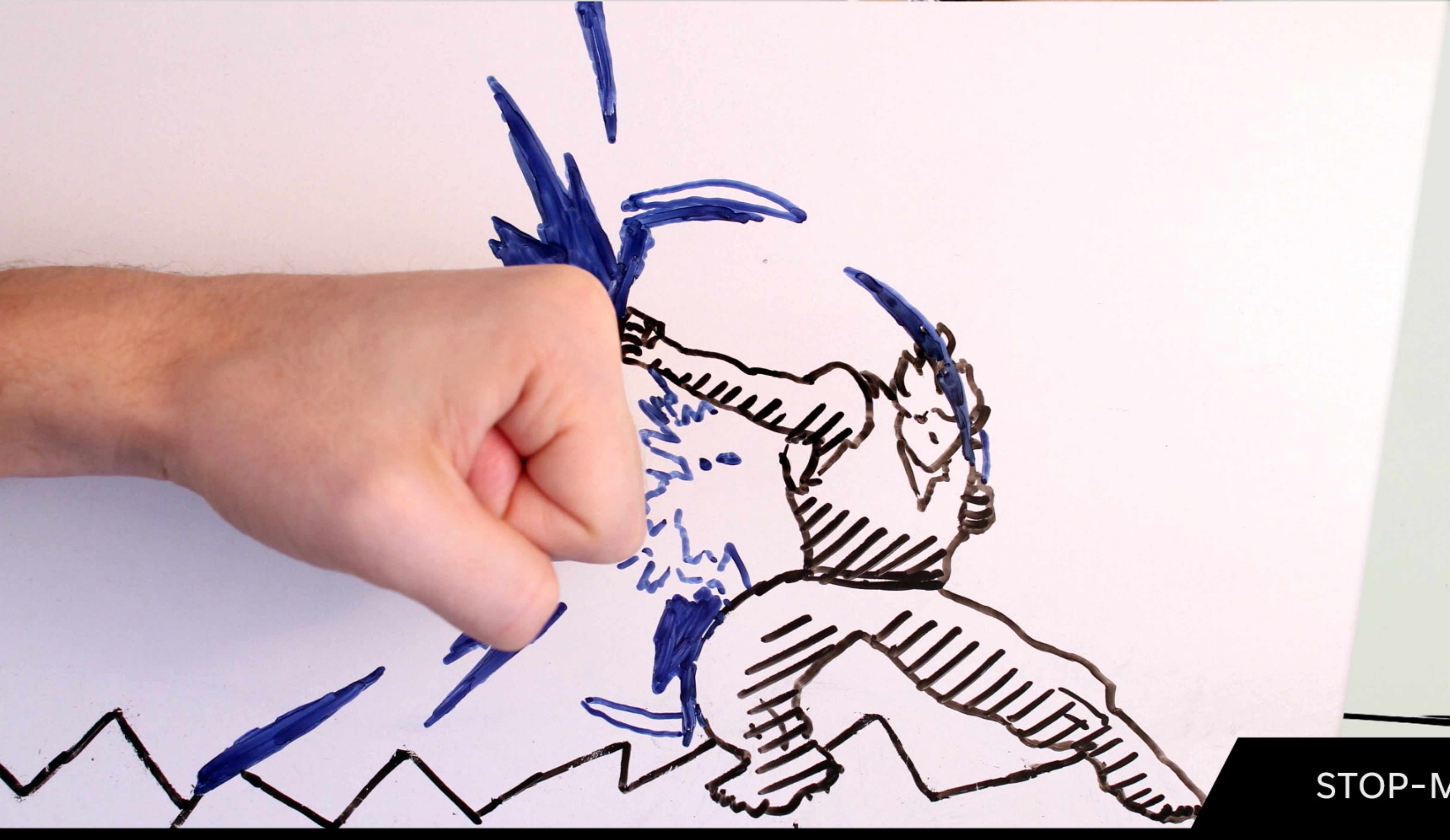
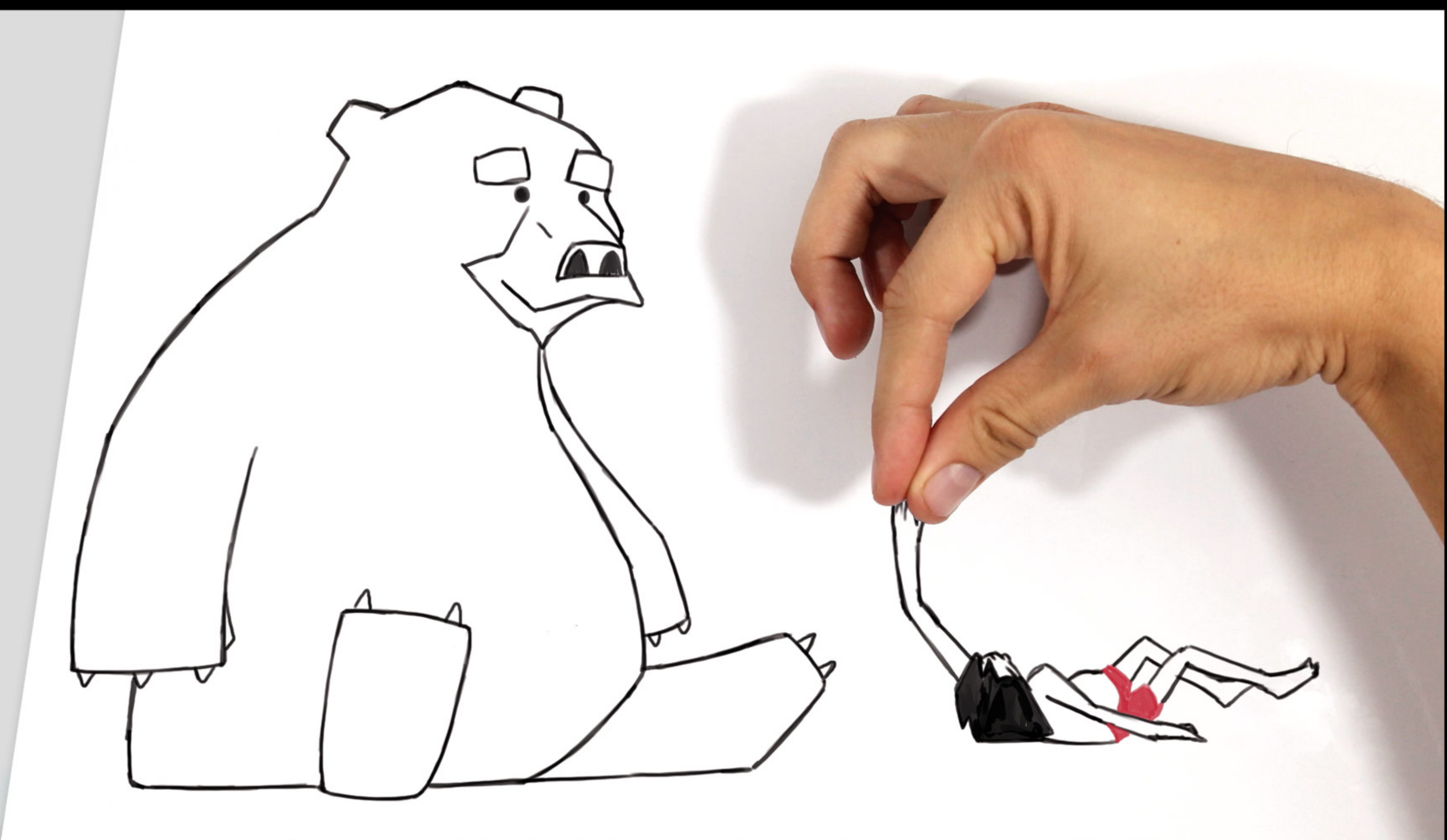


ORF 2



Varying Styles





STOP-MOTION

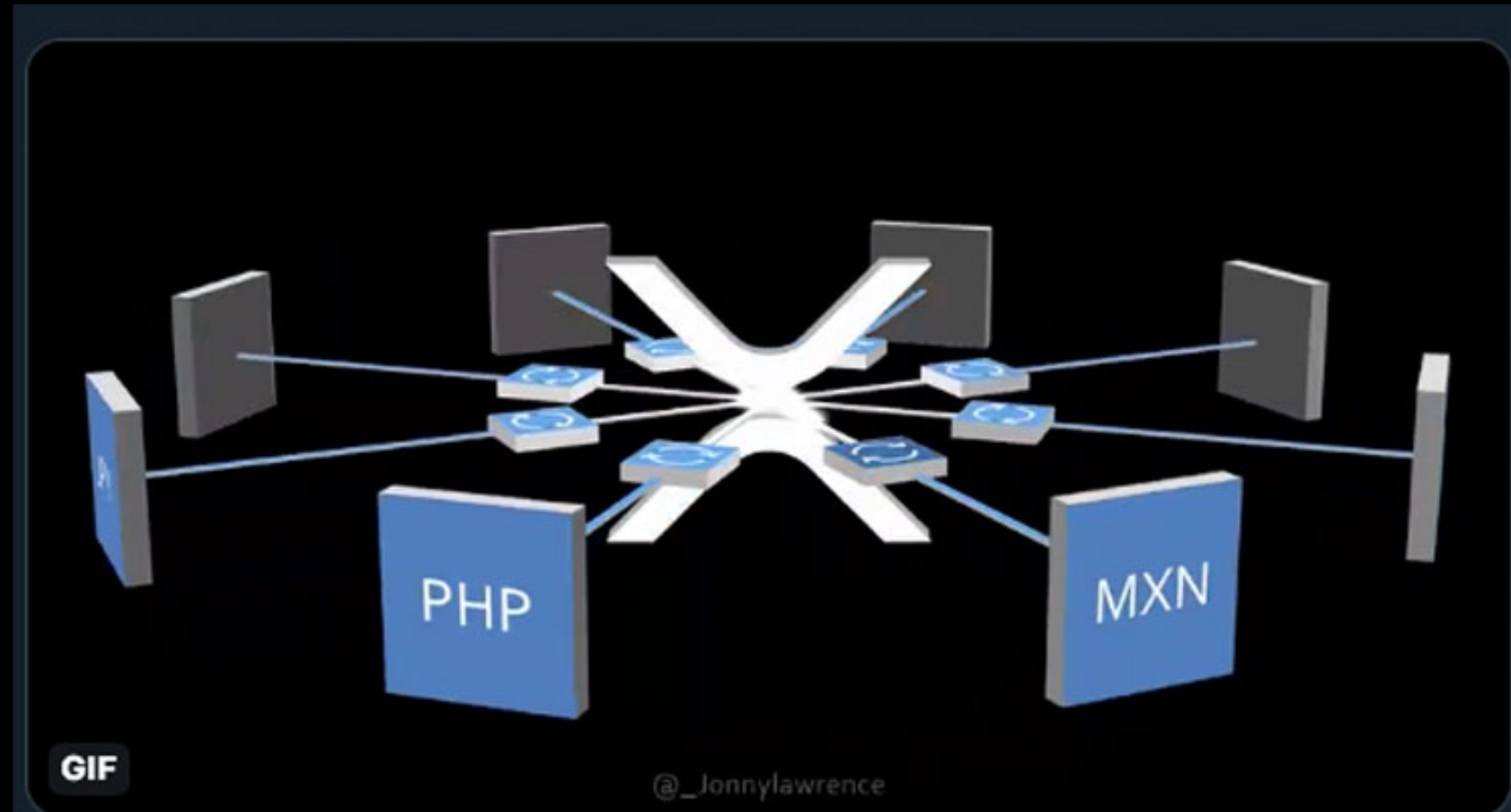




2:58 PM · Aug 26, 2019 · Twitter Web App

View Tweet activity

1.2K Retweets 3.1K Likes



3:59 PM · Feb 6, 2020 · Twitter Web App

View Tweet activity

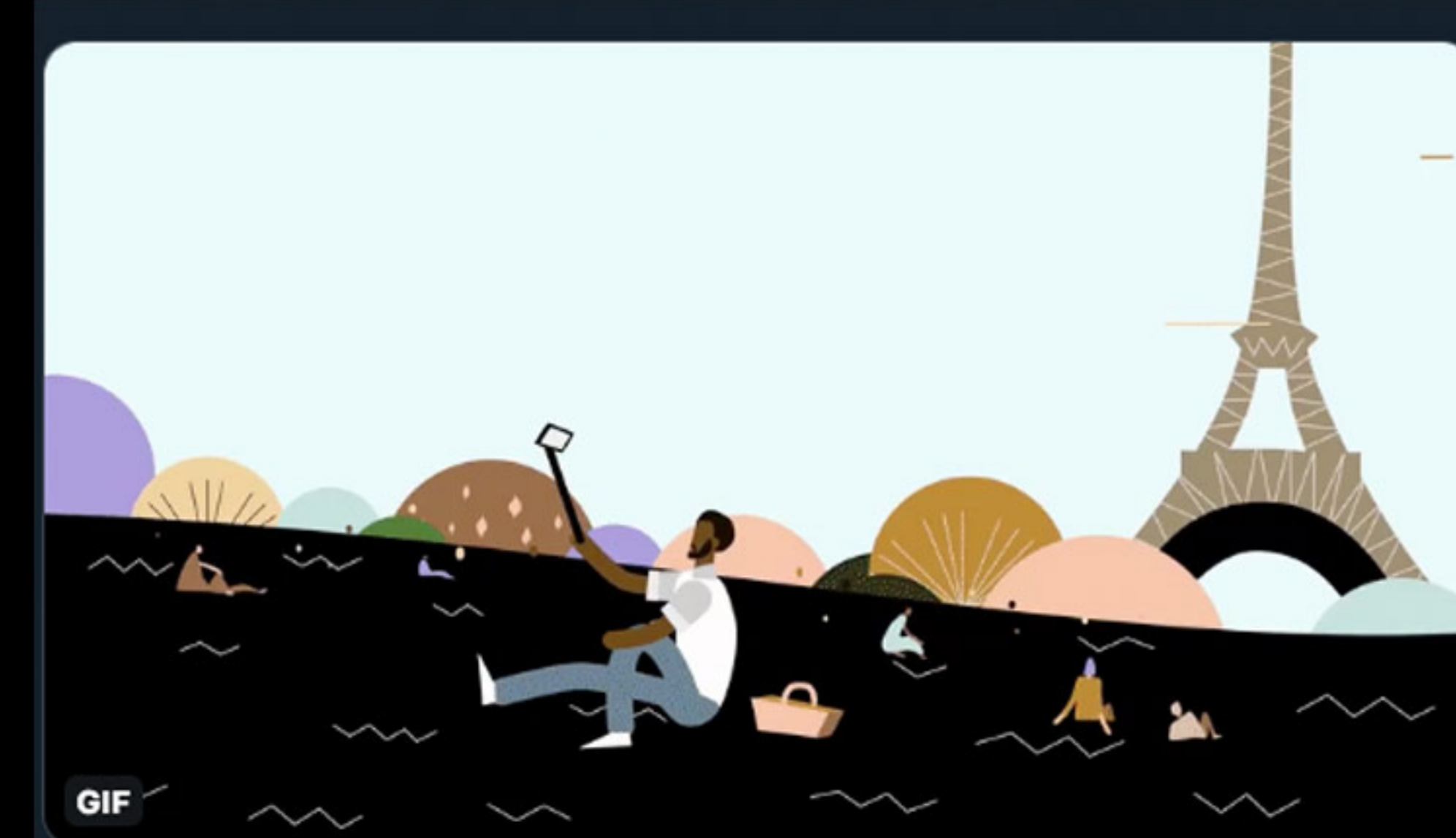
370 Retweets 1.3K Likes



3:47 PM · Sep 6, 2019 · Twitter Web App

View Tweet activity

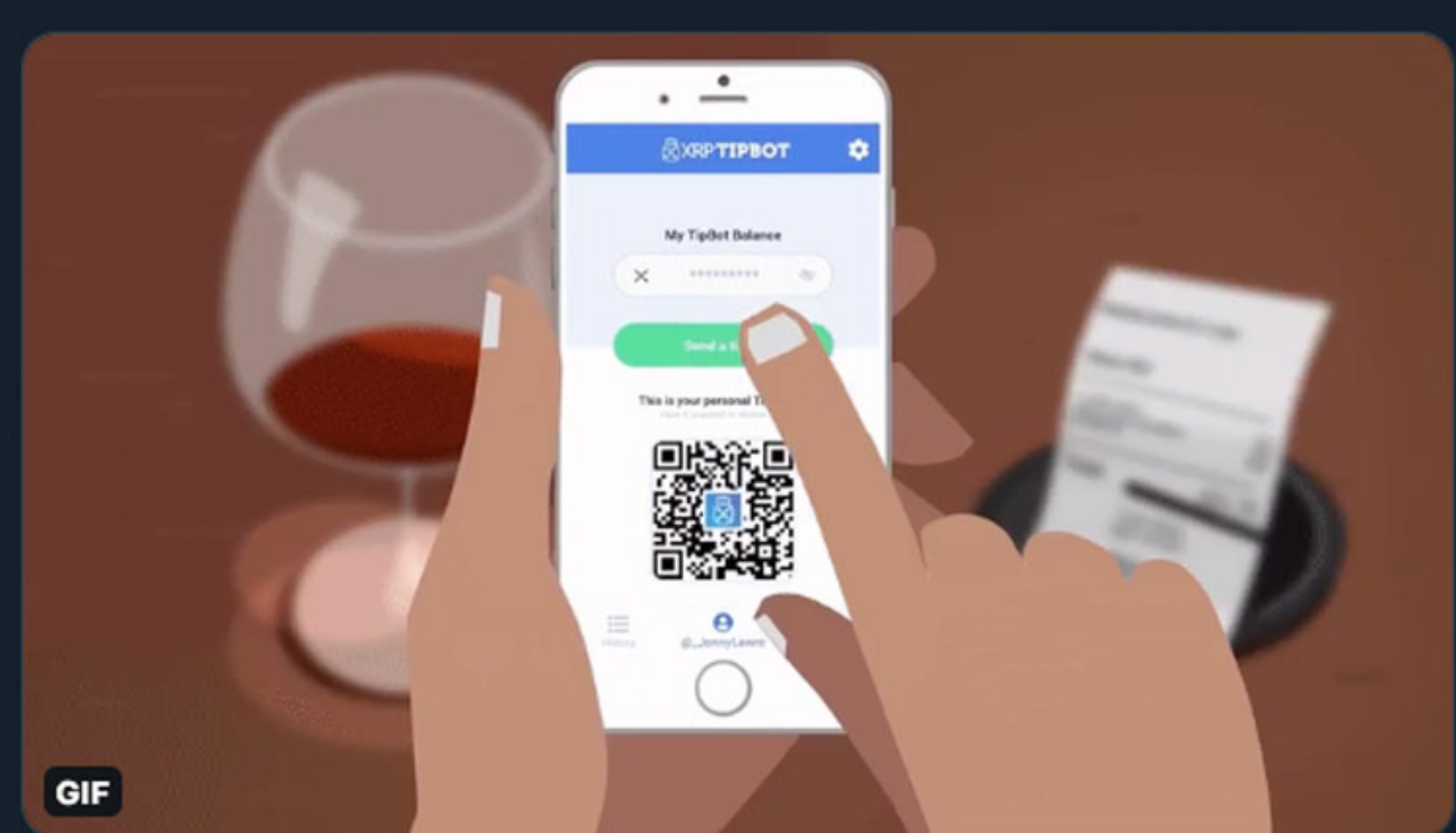
276 Retweets 665 Likes



4:17 PM · Oct 10, 2019 · Twitter Web App

View Tweet activity

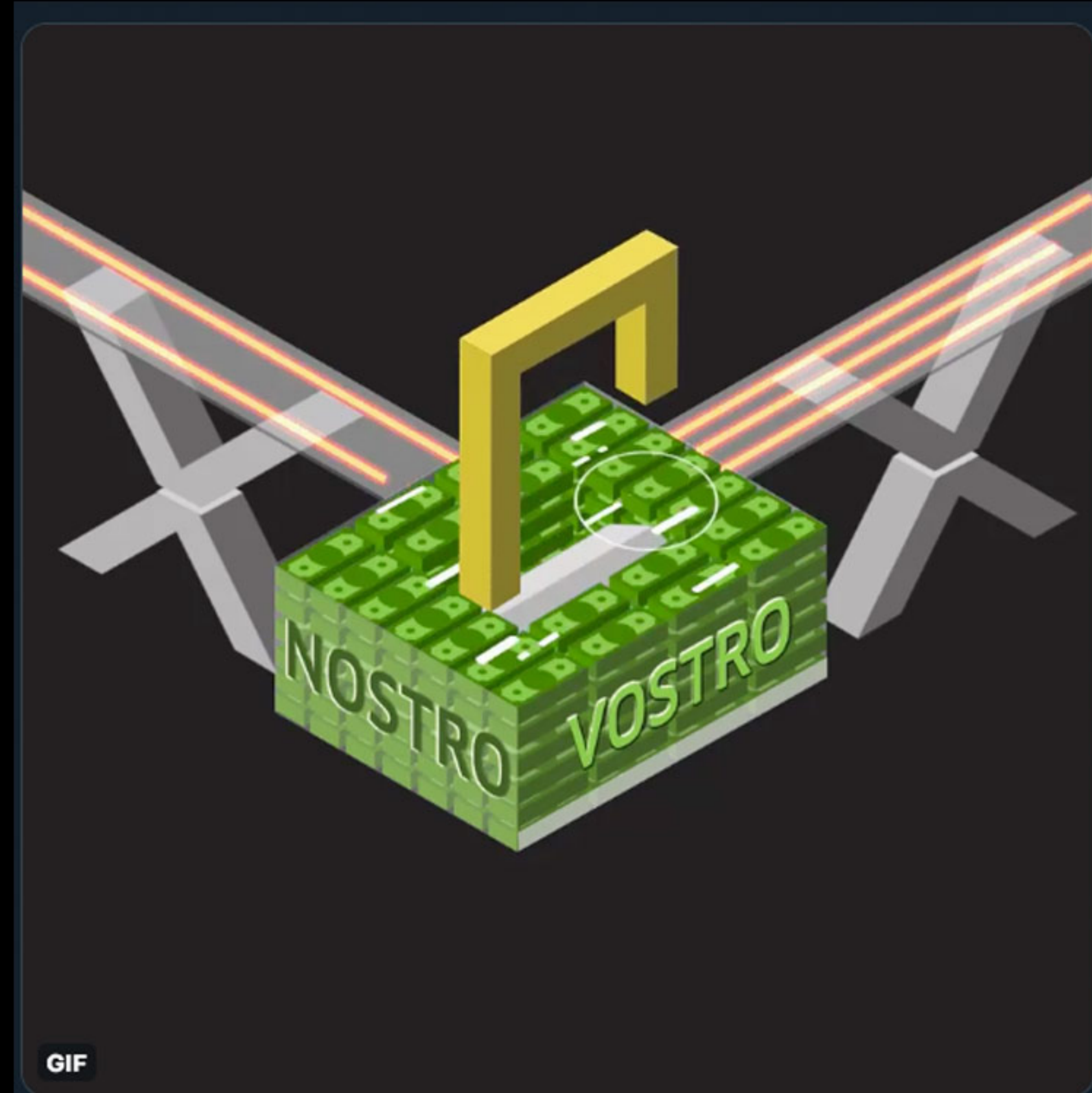
105 Retweets 314 Likes



4:03 PM · Sep 18, 2019 · Twitter Web App

View Tweet activity

234 Retweets 639 Likes



3:58 PM · Sep 30, 2019 · Twitter Web App

View Tweet activity

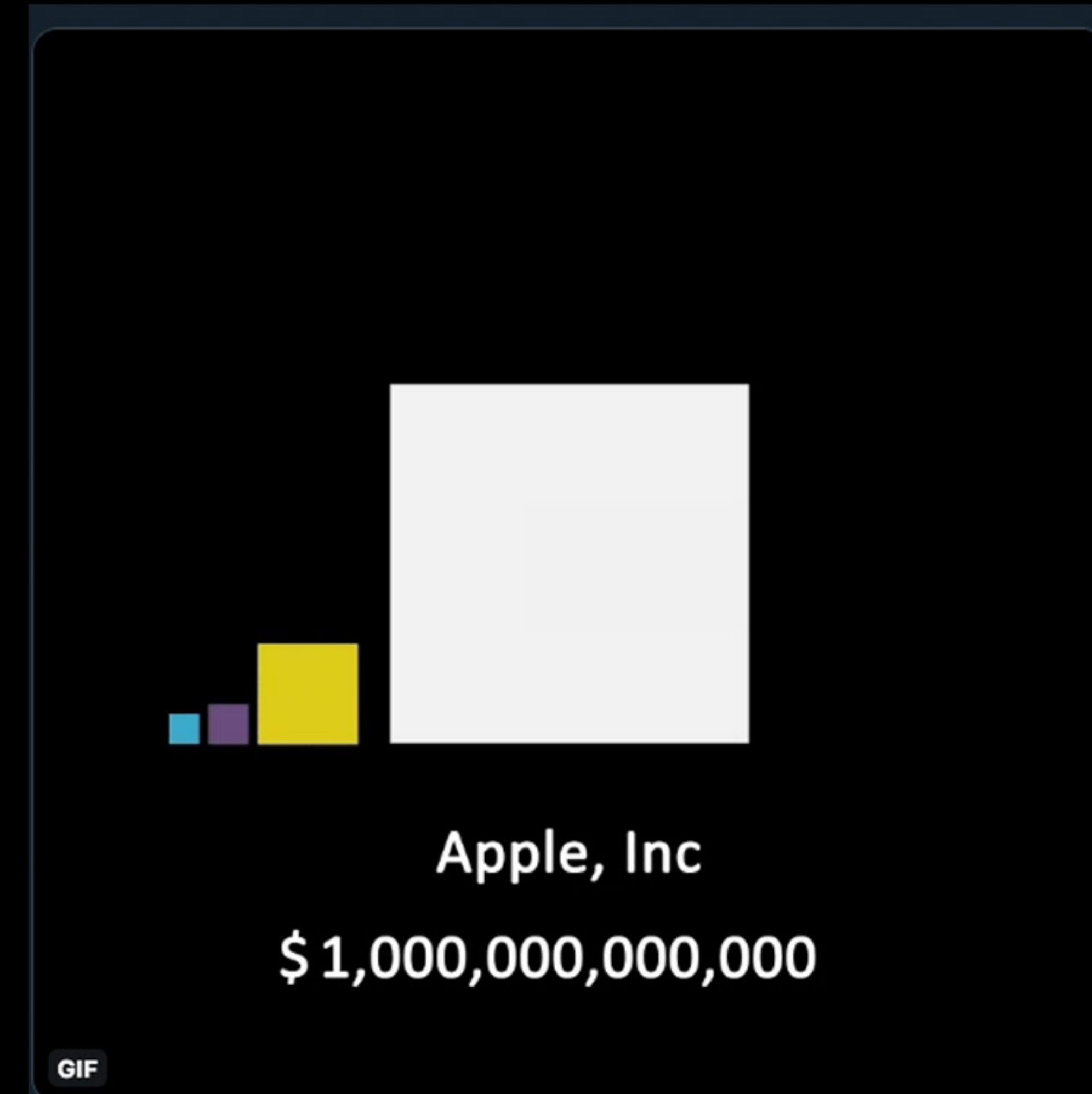
438 Retweets 1K Likes



9:52 PM · Sep 1, 2019 · Twitter Web App

View Tweet activity

358 Retweets 896 Likes



3:33 PM · Oct 4, 2019 · Twitter Web App

View Tweet activity

184 Retweets 460 Likes

FAST TURN OVER TIME

SOCIAL MEDIA GIF'S

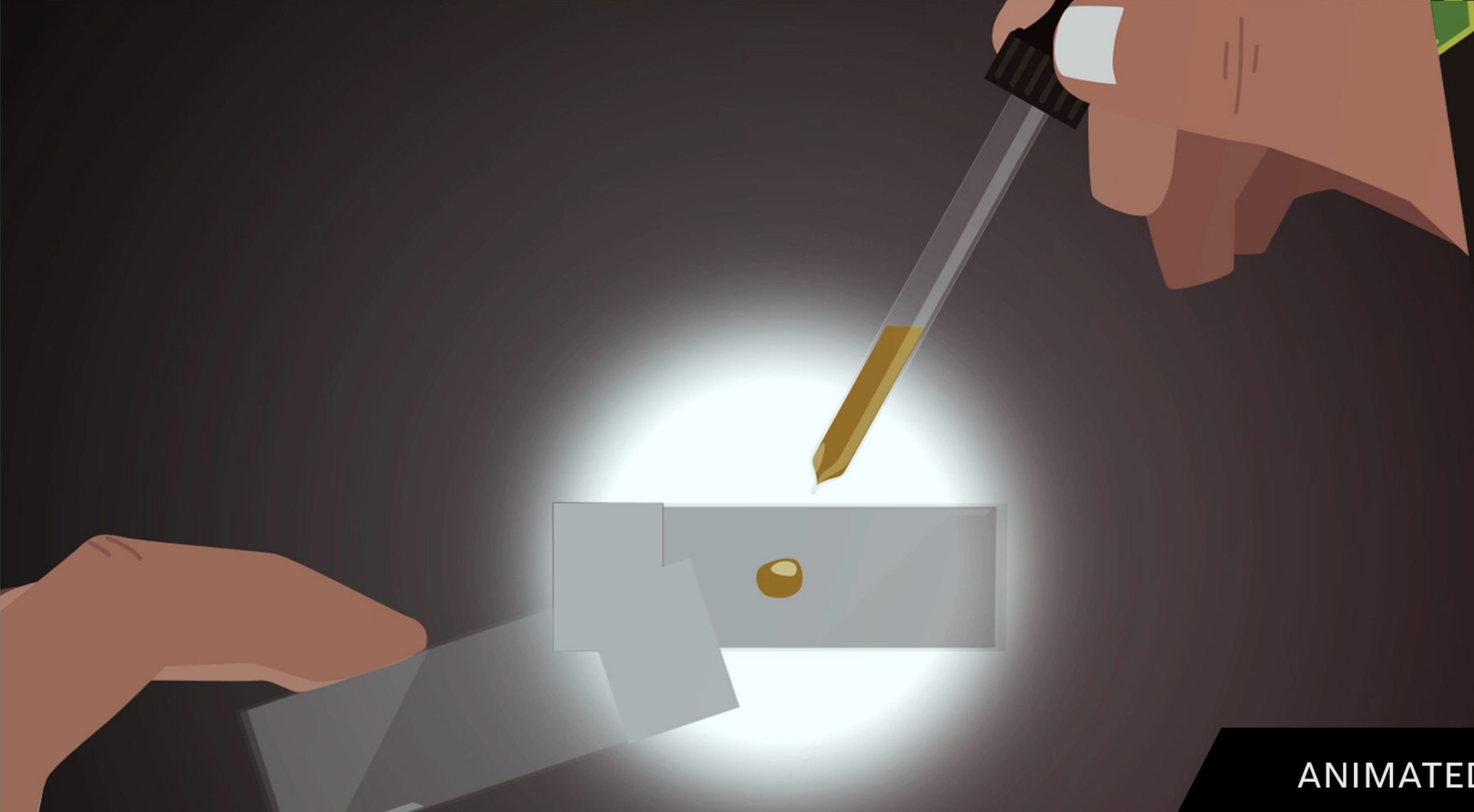
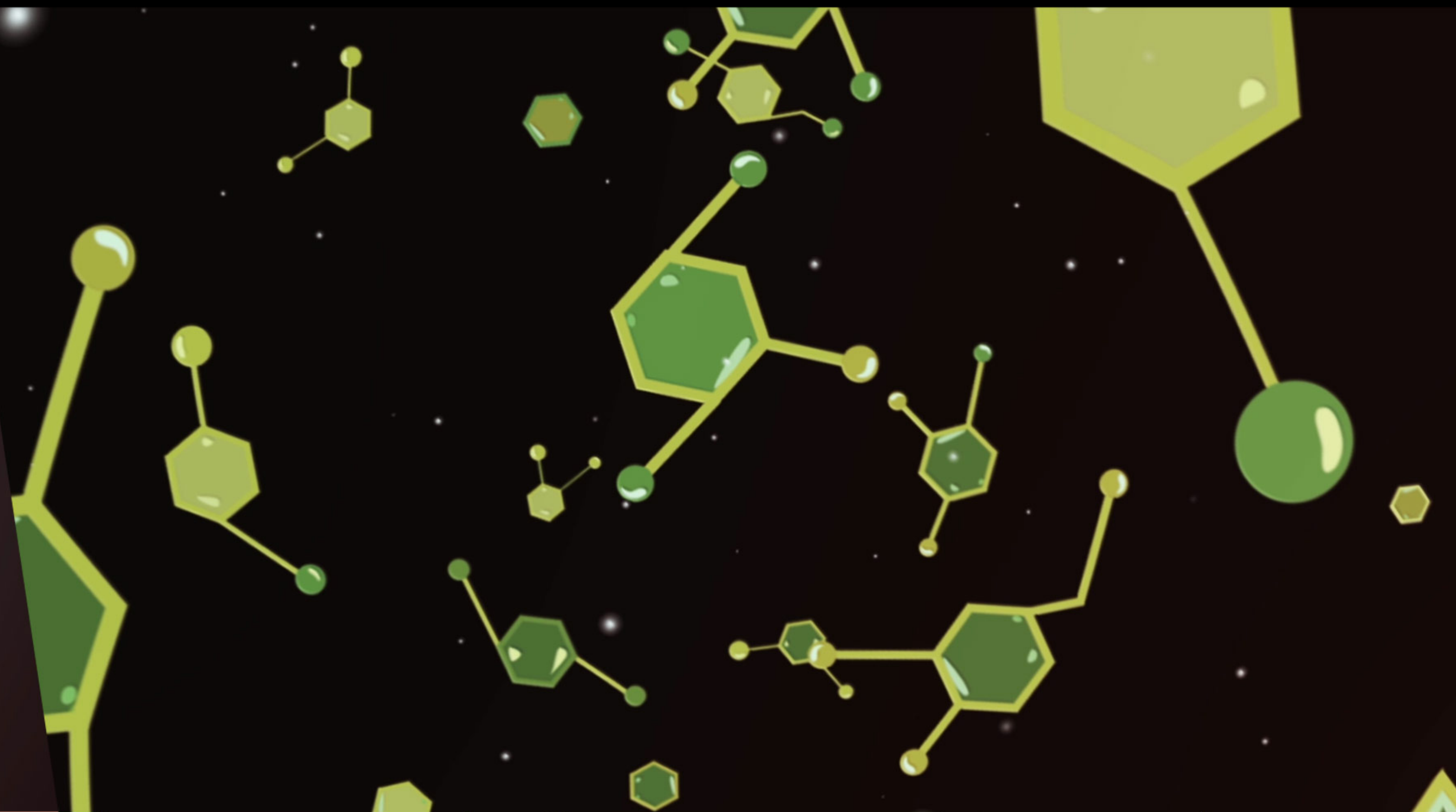
HIGH ENGAGEMENT





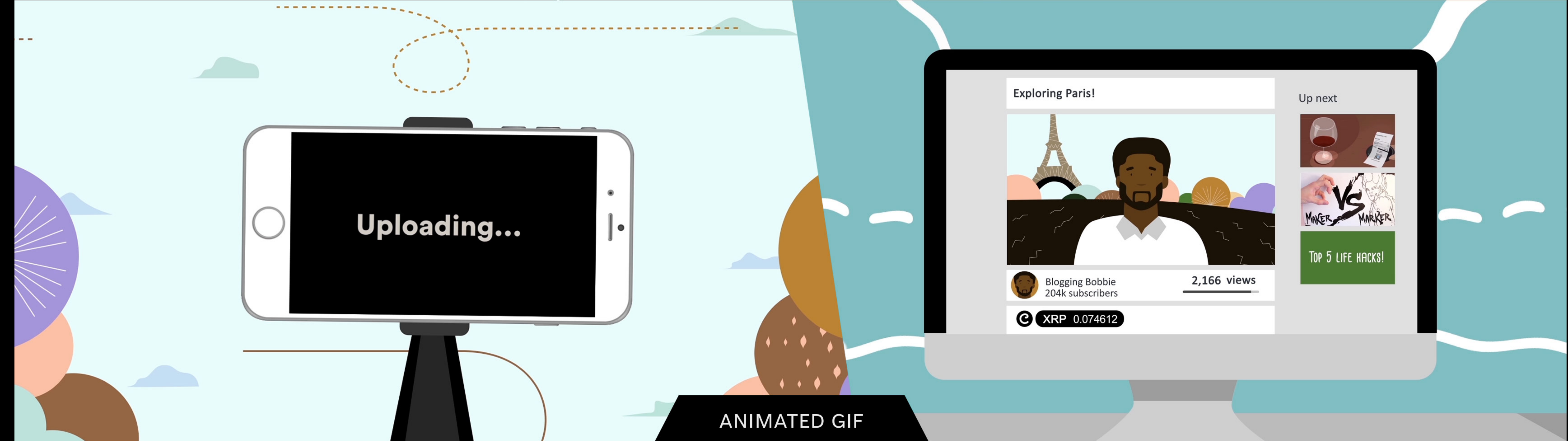
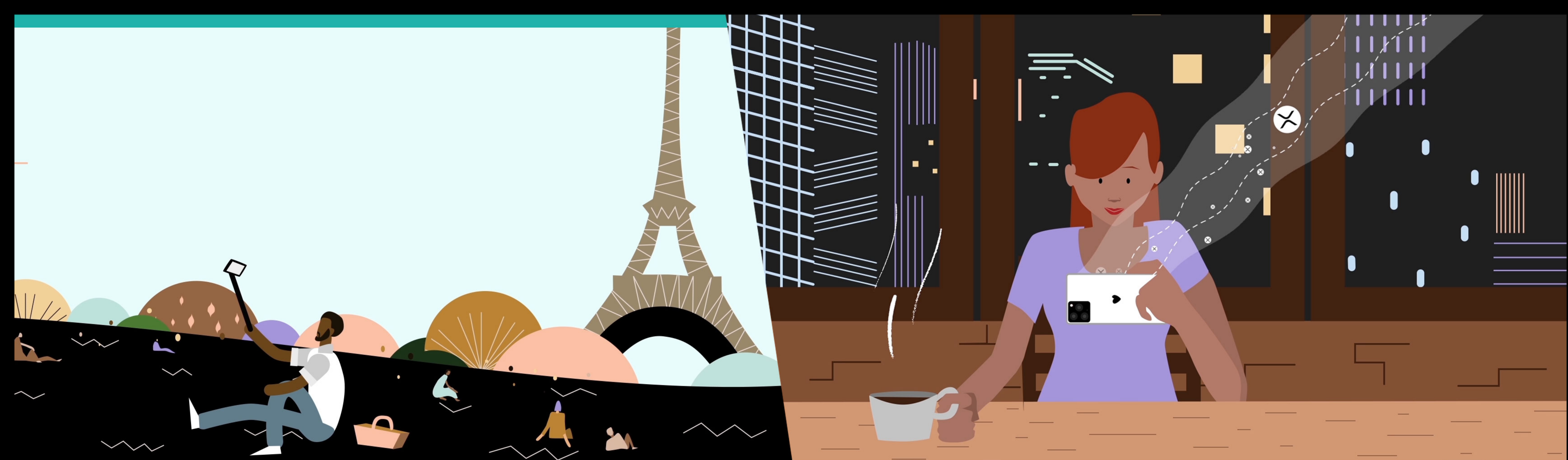
ANIMATED GIF





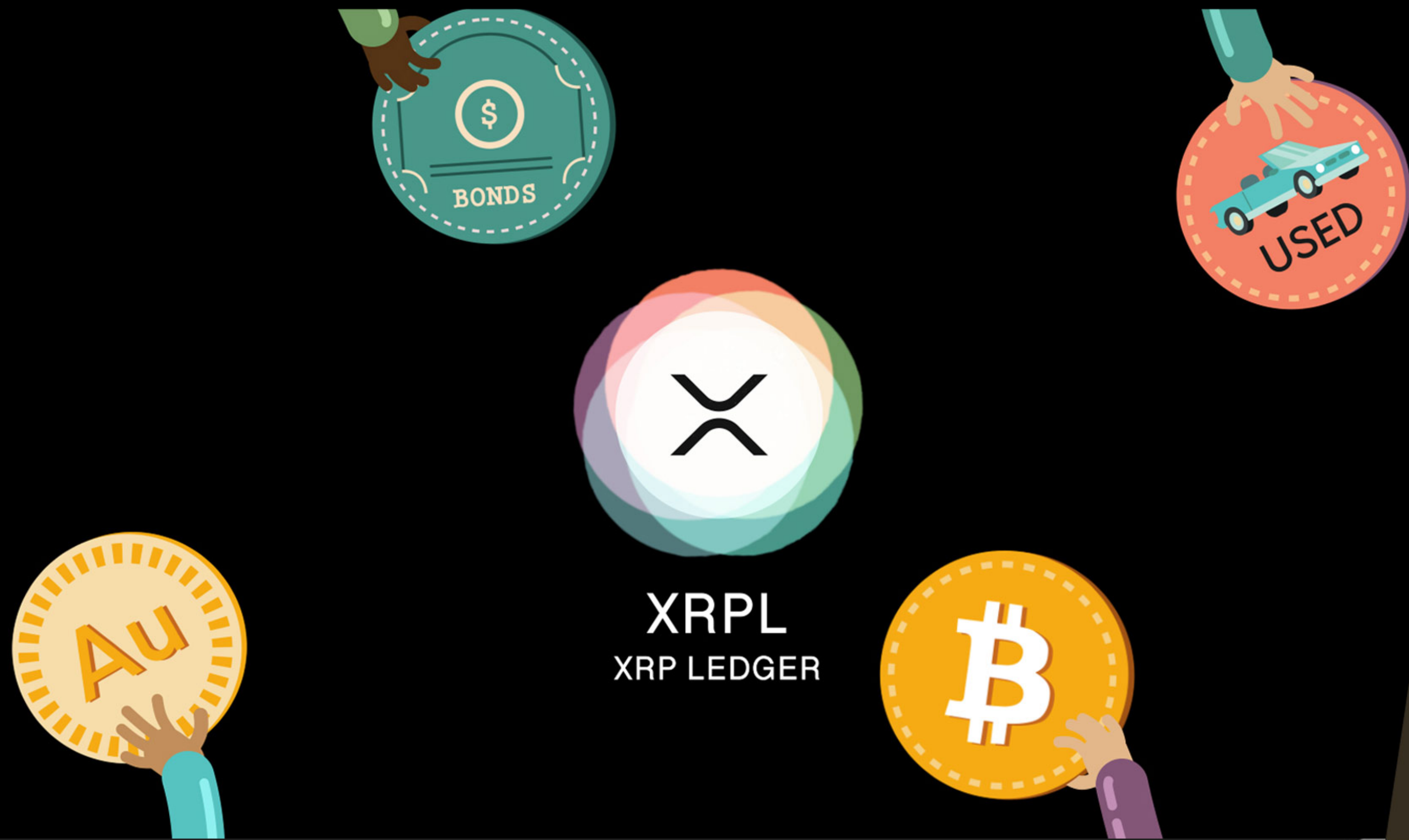
ANIMATED GIF



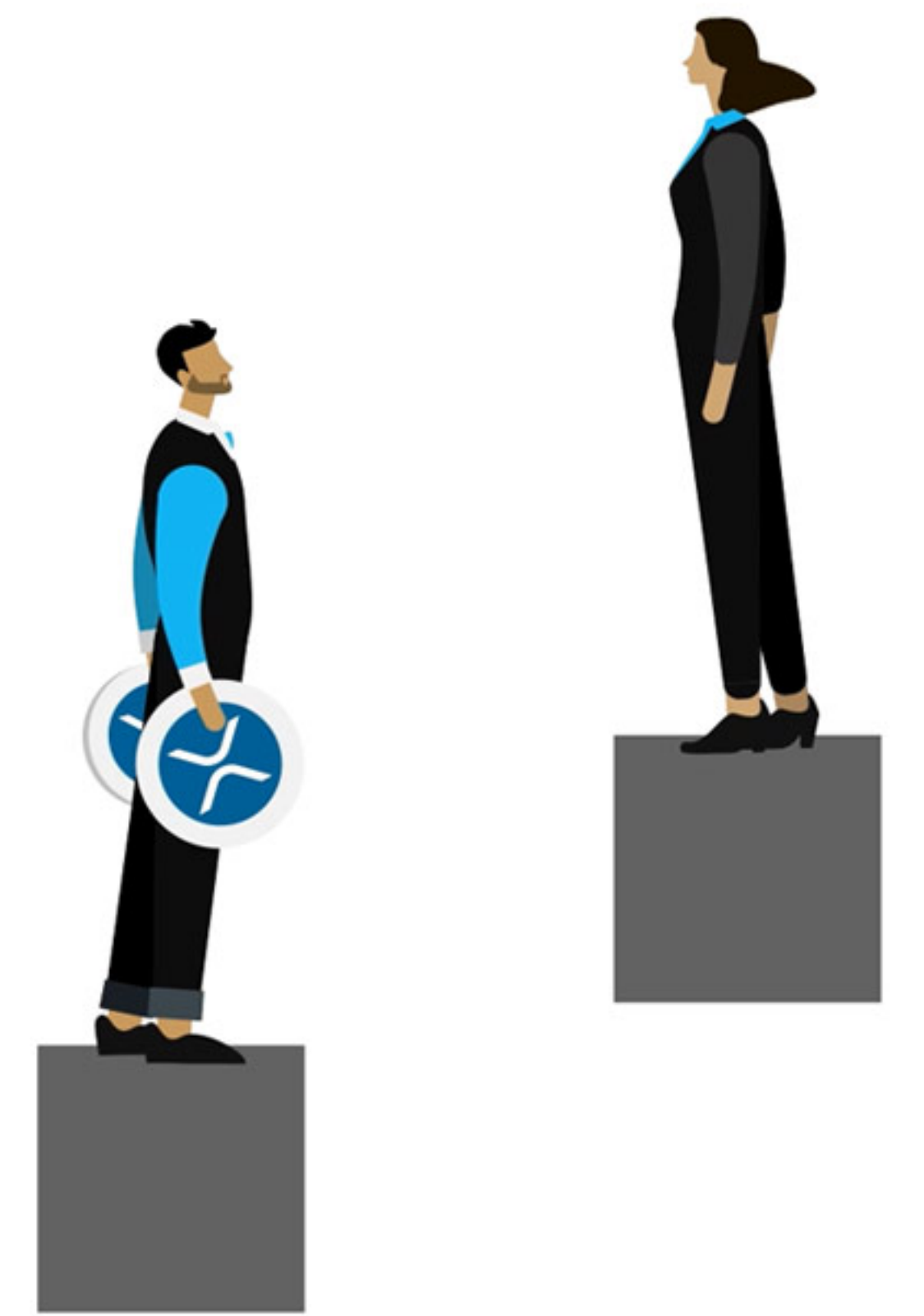


ANIMATED GIF

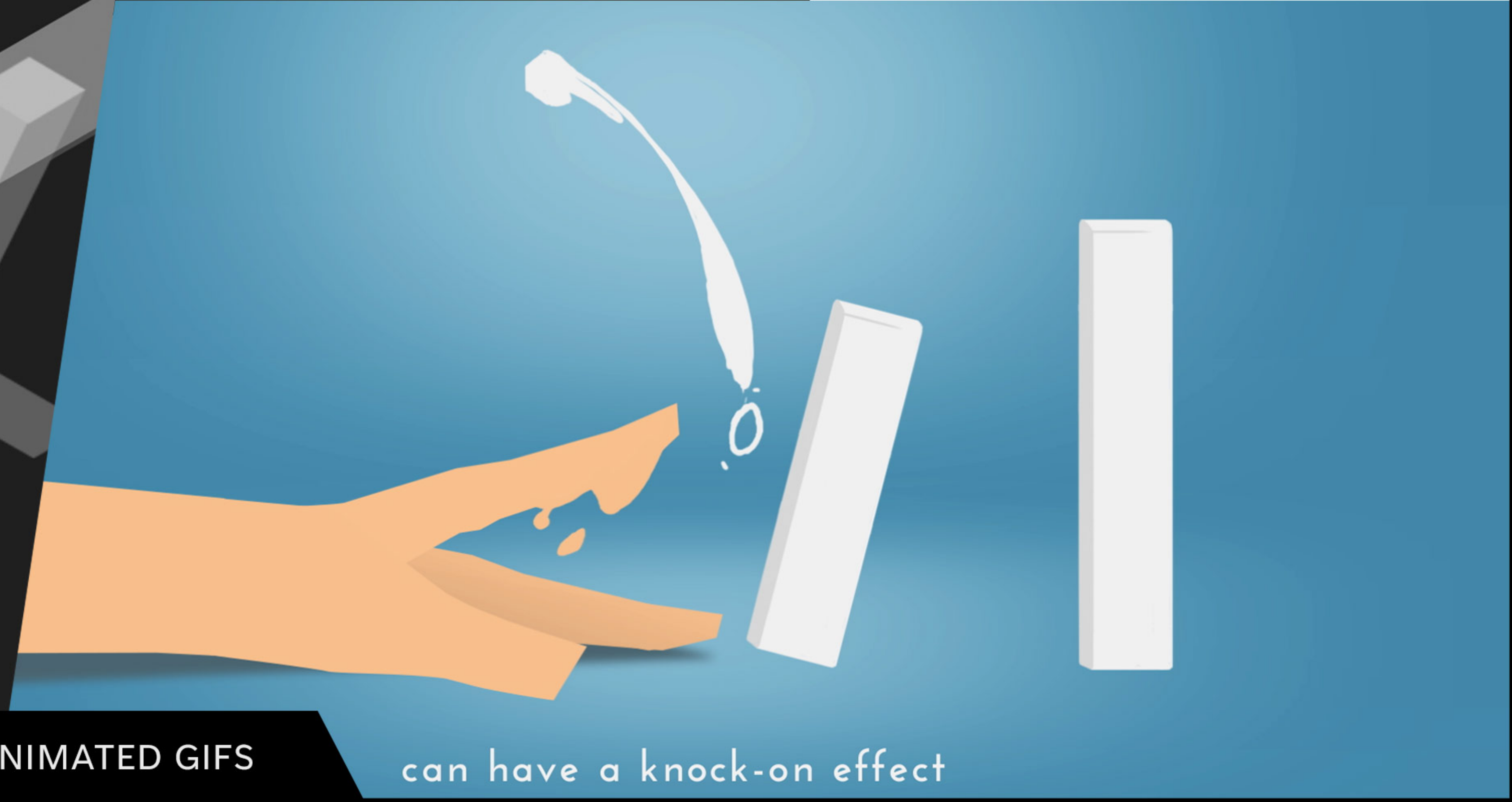
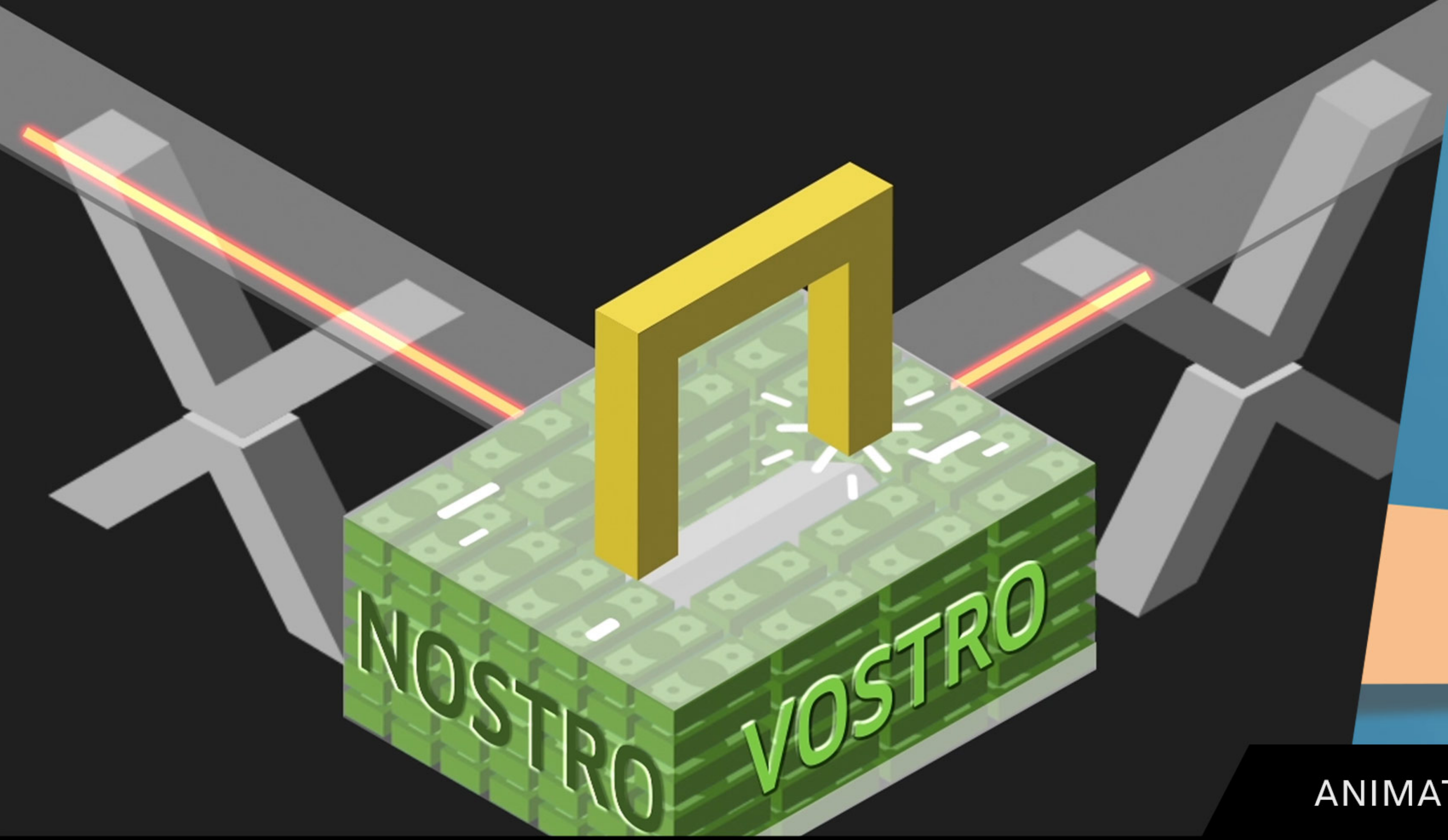




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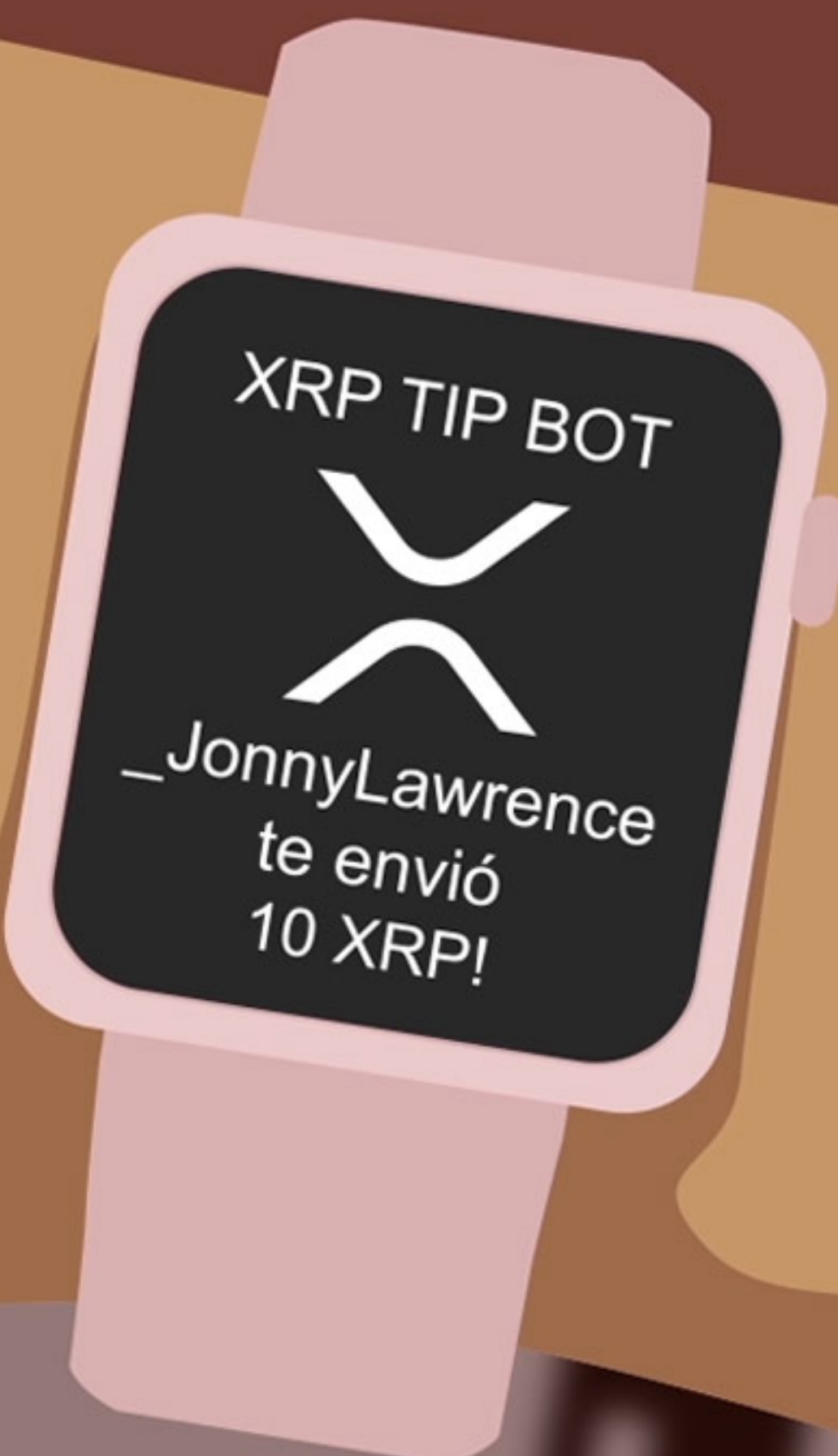
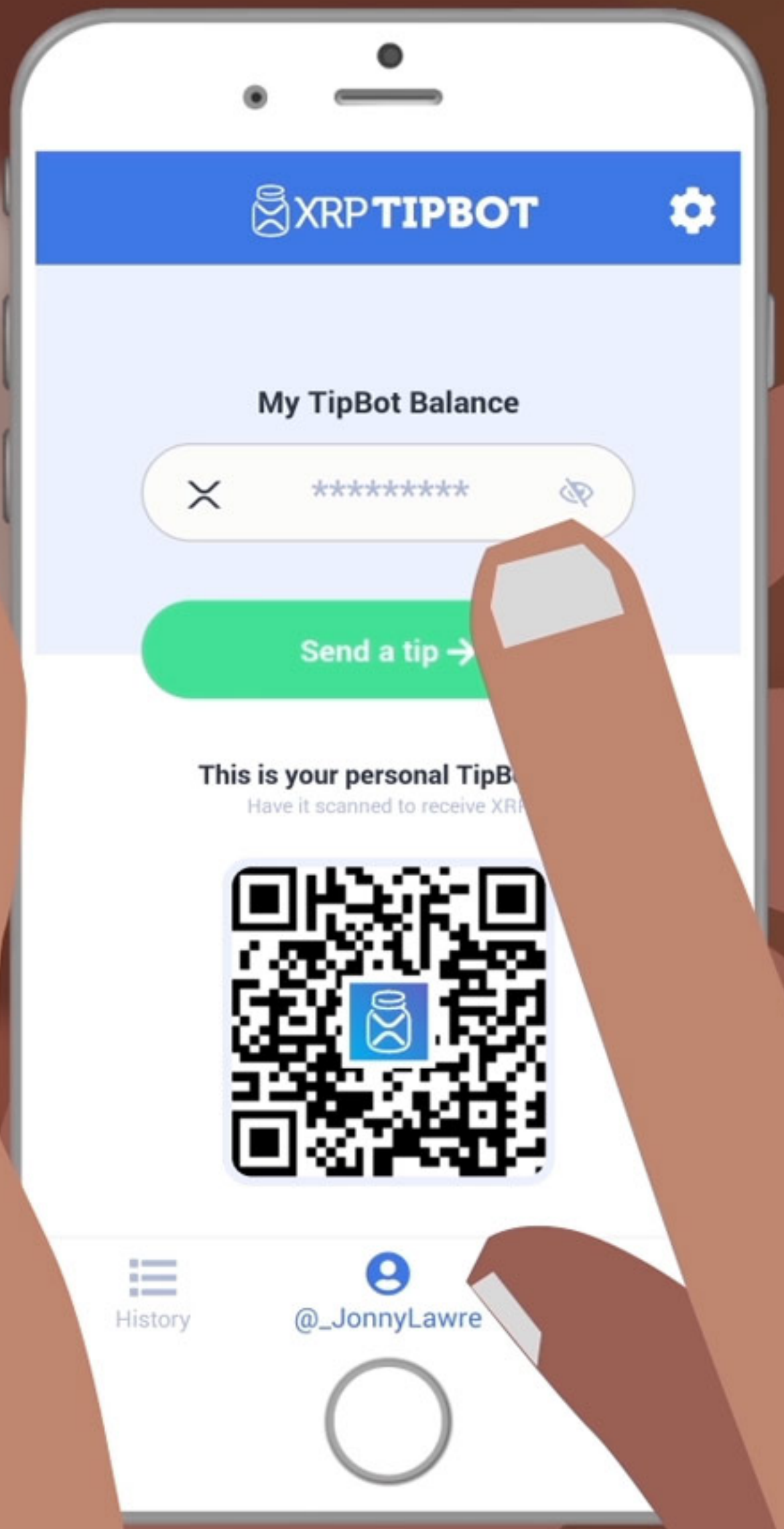
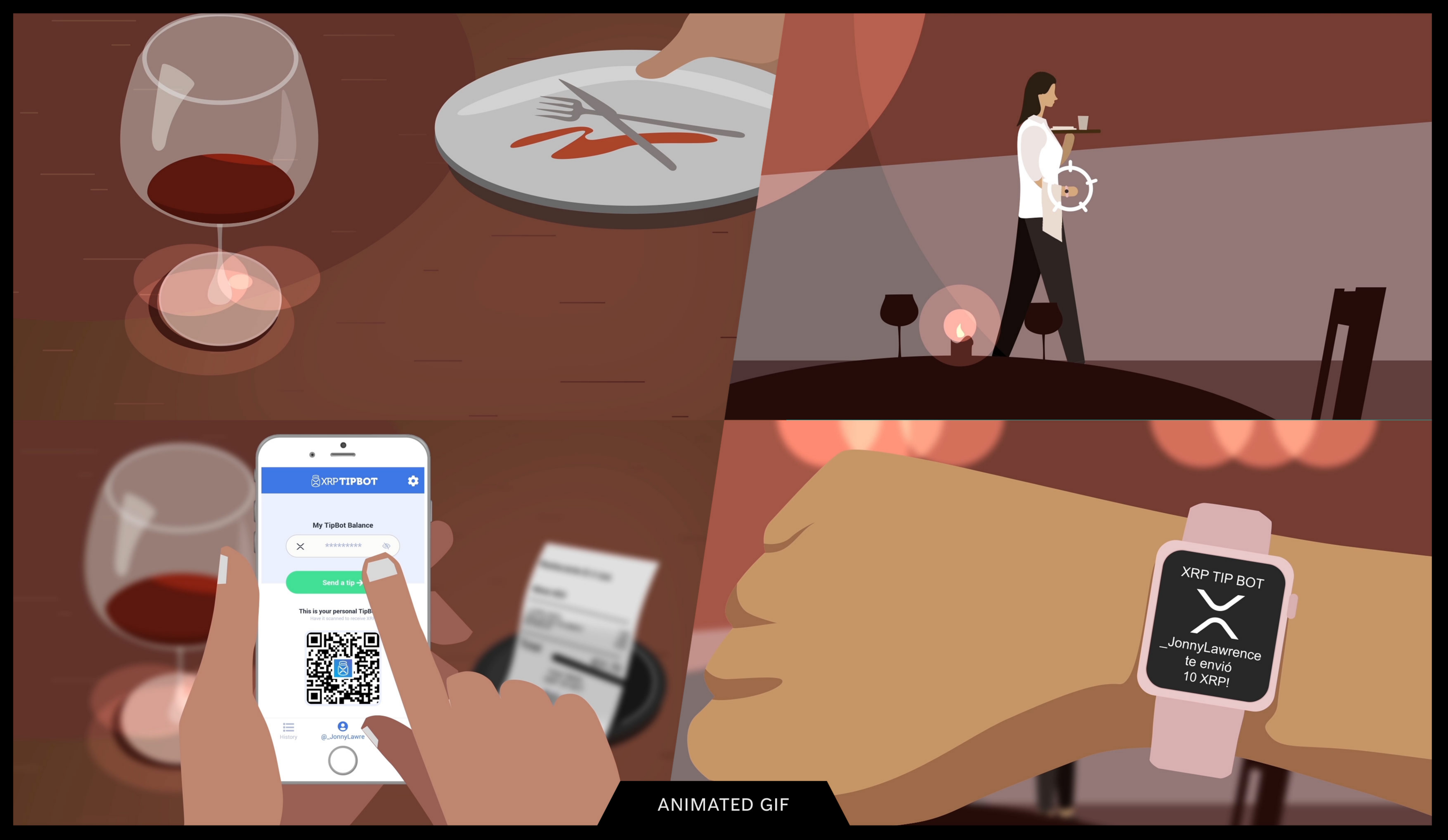
hj Sy  
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ANIMATED GIFS

can have a knock-on effect





ANIMATED GIF







THE MICE WHO  
SING FOR SEX



'A wonderful wander down the more *bizarre*, surprising  
and sometimes **SHOCKING** corridors of scientific research'

Professor Brian Cox



BOOK COVER GIFS

BILL BAILEY'S  
BRILLIANT BIRDS



"AN INTELLIGENT, *BEAUTIFUL* AND healing read

DESTINED TO BECOME A CLASSIC."

- Zadie Smith

# HOMEGOING

Yaa Gyasi

ANIMATED BOOK COVER

HOMEGOING



THE SCIENCE OF  
GAME OF THRONES



CAN YOU REALLY KILL  
SOMEONE WITH  
MOLTEN GOLD?

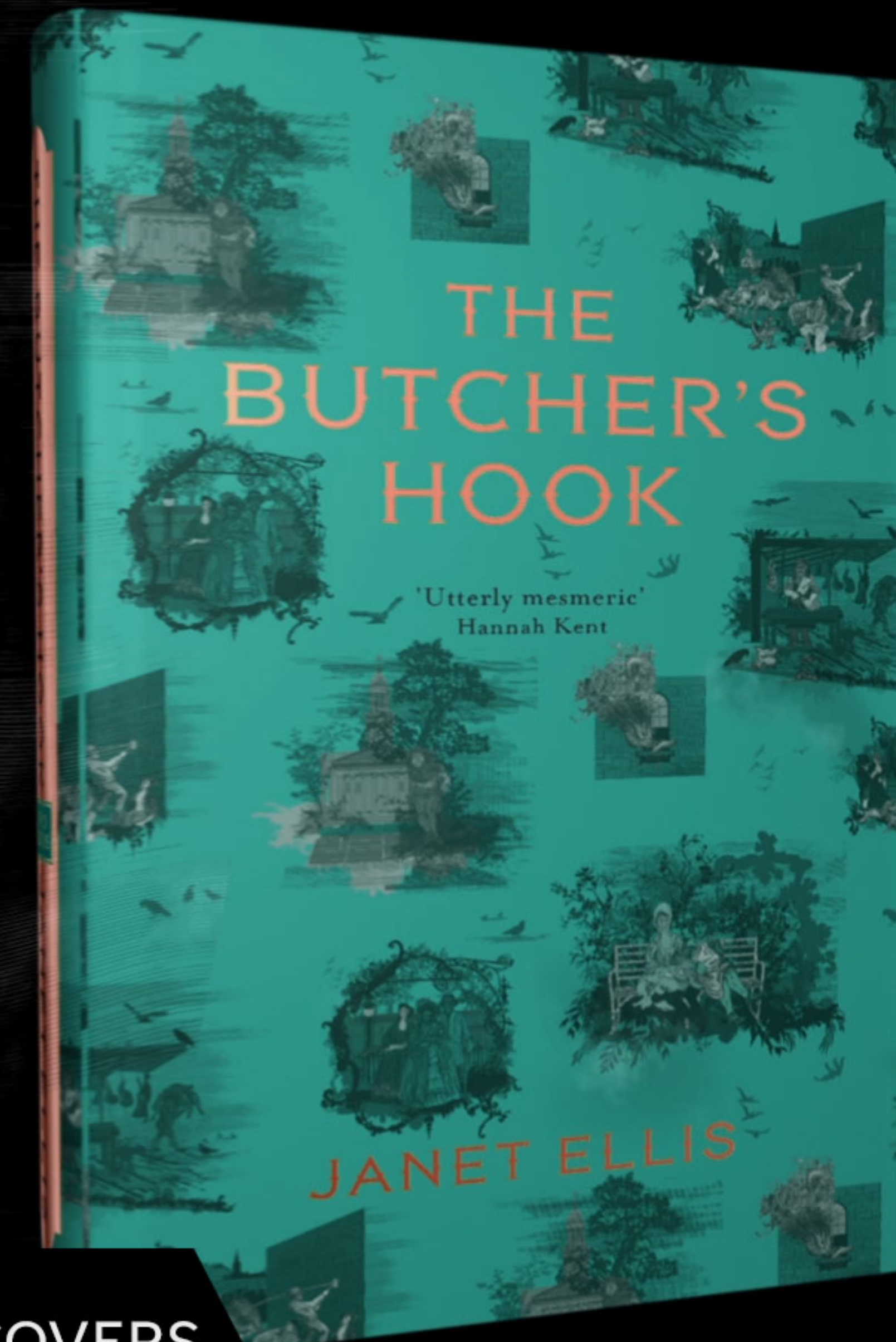


What must she do  
to keep him?

THE SCIENCE OF  
GAME OF  
THRONES



SEPTEMBER 2013



#TheButchersHook

TWO  
ROADS

ANIMATED BOOK COVERS

THE BUTCHERS HOOK





# TESTIMONIALS

*“I am delighted with the work Jonny has produced for Doughnut Economics. He has managed to create two animations perfectly on the ‘witty not worthy’ spectrum. Everything that I was looking for and more in an animator.”*

**Kate Raworth**  
Economist & Author  
Oxford University

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*“It was a pleasure to work with Jonny. He was able to work fast and effectively to a tight deadline. A great communicator keeping us informed on progress and flexible with feedback.”*

**Ryan Dicecca**  
Project Manager  
OneMethod

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*“We are incredibly pleased with the work Jonny has produced for us. He surpassed our expectations and delivered an animation that explains our services beautifully.”*

**Maximilian Garweg**  
President  
Chrysalis

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*“Jonny was a pleasure to work with in every way. He helped us take our project to the next level, and his animation perfectly captured our creative vision. He was also a great communicator despite the 9 hour time zone difference.”*

**Megan Sayers**  
Senior Content Strategist  
Babble | Disney Interactive

*“I cannot recommend Jonny highly enough. Jonny is talented, efficient, and very professional. We had a lot of fun creating a stunning, informative, high impact animation with him. Looking forward to many more projects together!”*

**Dr. Cécile Girardin**  
Nature Based Solutions Initiative  
Oxford University

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*“Jonny has continuously delivered fantastic animations over the years that we’ve worked together. He is the go to person for when we need animation or any other creative design.”*

**Charlotte Mikkelsen**  
Film Director & Producer  
Picture This Productions Ltd

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*“We have used Jonny numerous times for animation work over the years and always very pleased with his work. Jonny is a fantastic animator, super creative, fast, reliable and always meets our deadlines. I have no hesitation in recommending Jonny as an animator and look forward to working with him on our next project soon.”*

**Matt Ward**  
Head of Production  
Dynamic Productions Ltd

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*“Jonny is really versatile and can adapt to many visual styles of projects. Combined with a strong work ethic and good communication this makes him a valuable resource as a freelance worker.”*

**Jason Robbins**  
Director  
Engine House FX Ltd

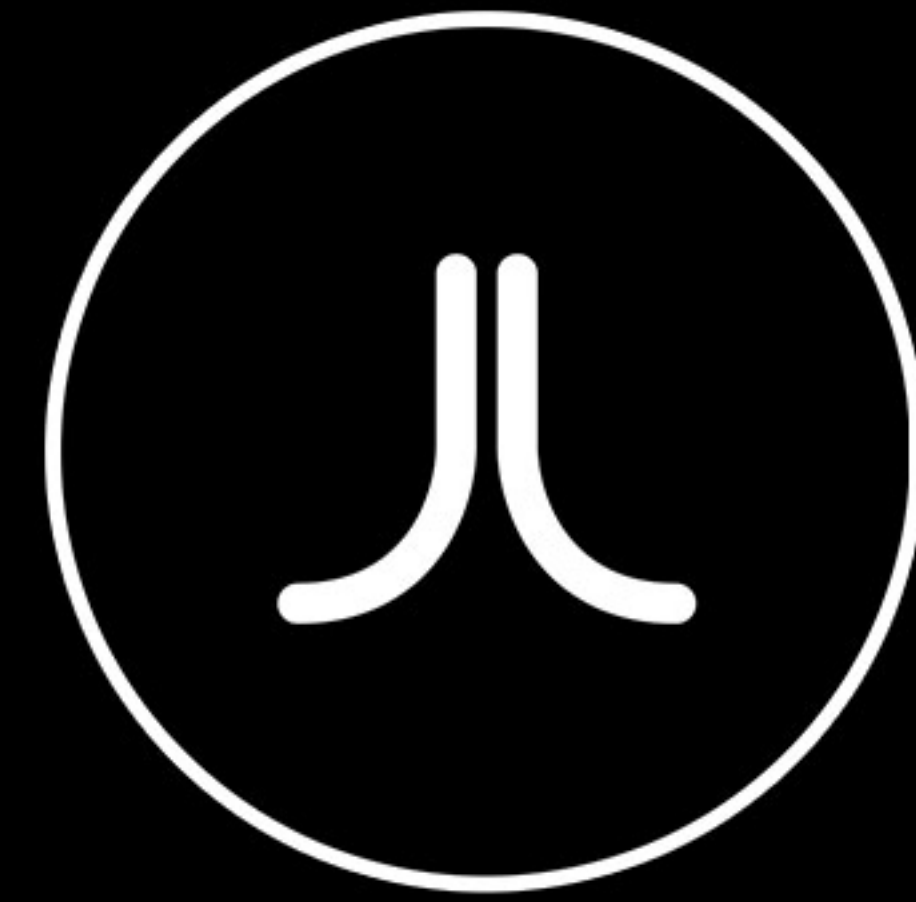
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*“Working with Jonny was great and I have no hesitation in recommending him as a freelance animator. His design work and hand-drawn animation impressed the entire team and we we’re extremely happy with the final outcome.”*

**Jack Harrison**  
Content Strategist  
The Walt Disney Company







# CONTACT

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