

Luisa Jara

Motion & Product Designer

Sevilla, 1991
Over 8 years driving digital experiences through motion.

Areas of Expertise

Motion Graphics · Lottie · Rive · Microinteractions · Generative AI Content · 2D Animation · Design System · Web & Mobile · Branding · Interaction Design · Prototype

Tools

Primary

Secondary

Legacy

Soft skills

Organization · Hyper-Focus · Aesthetic Sensitivity · Empathy · Creativity · Honesty · Attention to Detail

Social media

Instagram ↗ **Figma** ↗ **Linkedin** ↗
Dribbble ↗ **Contra** ↗ **Vimeo** ↗
Lottiefiles ↗ **Behance** ↗

Work Experience

+8 years

2026 **Z1 Digital Studio** 6 yrs 3 mos
2019 Motion & Product Designer

- Led the motion definition and execution for 100+ digital products, planning scalable and consistent animation systems—such as microinteractions, interactive animations, and storytelling-driven marketing videos. Enhanced UI clarity, onboarding flows, visual hierarchy, and product perception while reducing user friction.
- End-to-end product design from discovery to production release: defined and prioritized features, aligned business goals with user needs, and ensured technical feasibility alongside smooth design-to-development handoffs. Collaborated directly with engineering teams and Product Managers in fully remote and multidisciplinary environments.

2019 **Cerotec Studio** 7 mos
2018 Web & Graphic Designer
Managed the design area for branding and web projects.

2018 **Beon Worldwide / Moonflower Technologies** 3 mos
2017 Motion & Graphic Designer
Designed graphic and motion graphics pieces for events.

2017 **Los Tipejos / SVQ Studio** 3 mos
2017 Intern Graphic Designer
Branding, typography, packaging, and web design.

2017 **Kintsugi LAB**
2014 Freelance Graphic Designer
Ongoing collaboration on Erika Irusta's projects (*El camino Rubí, Comunidad soy1soy4*), digital products (*Kumo* and *Liken*), as well as editorial layout and illustration.

2013 **Grupo Absolute** 1 yr
2012 Graphic Designer
Worked on cultural projects and events such as *Andalucía en Fitur* or *Imaginando La Florida.*

Education

2026 **B1 Preliminary**
Cambridge Assessment English

2023 **Master's Degree in Interactive Design and User Experience** 60 ETCS
2019 Universitat Oberta de Catalunya

2017 **Bachelor's Degree in Graphic Design** 240 ETCS
2013 Escuela de Arte y Diseño de Sevilla
Honors in Motion Graphics, Creative Photography, and Final Degree Project.

2012 **CFGS in Advertising Graphics** 120 ETCS
2009 Escuela de Arte y Diseño de Sevilla

Exhibitions

Bulla Talks ↗
Animation Andalucía, 2025

Festival Glue: Mutando el panorama ↗
Escuela de Arte de Sevilla, 2025

Featured on 36Daysoftype ↗
Domestika, 2018

7º BID Enseñanza y Diseño ↗
DI_MAD Matadero, Madrid, 2017

1º Encuentro Andaluz de Diseñadores ↗
LAB, 2017

Awards

Recognition for products built at Z1, where motion served as the core driver turning interactive design into strategic value.

LovieAwards ↗ **EDAwards** ↗ **Laus Awards** ↗
Hey Barista, 2024

UX Design Awards Nominated ↗
Marble, 2023

Indigo Design Awards Gold winner ↗
Trip App, 2021

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