

# ISABEL ESPINAL

/CREATIVE DIRECTOR & SR MOTION DESIGNER/

## / SUMMARY

Creative professional and designer with expertise leading creative initiatives in advertising, television, music videos, and social media, and managing multiple projects simultaneously. From post-producer to art director and creative director, I've worn many hats, always bringing dynamic concepts to life.

My passion for craft drives me to blend digital animation and analog techniques, creating bold, unique visuals. Recently completed a Master's in Strategic and Creative Brand Communication, and I'm focused on advancing my career as a creative director in collaborative, high-impact environments.

## / SKILLS

- Creative direction
- Motion Graphics
- Design
- Creative thinking
- Concept Development
- Insight Uncovering
- Video editing
- Art direction
- Workflow Management
- Creative process execution
- Manage Multiple Projects simultaneously

## / EDUCATION

**2024**

**MASTER'S IN STRATEGIC AND  
CREATIVE BRAND COMMUNICATION**

IED - Instituto Europeo de Diseño  
Barcelona, España.

**2018**

**CHARACTER ANIMATION IN STOP  
MOTION**

Clay Kids Inspira Stop Motion - Barreira Arte+Diseño  
Valencia, España.

**2011**

**INDUSTRIAL DESIGN  
Bachelor Degree**

Universidad Jorge Tadeo Lozano.  
Bogotá, Colombia.

## / SOFTWARE

**ADOBE AFTER EFFECTS**



**ADOBE PREMIERE PRO**



**ADOBE PHOTOSHOP**



**ADOBE ILLUSTRATOR**



**CINEMA 4D**



**DRAGONFRAME**



## / LANGUAGES

**SPANISH MOTHER LANGUAGE**



**ENGLISH C1**



## / EXPERIENCE

**AUG 2021 – CURRENT**

**GATE.IO**

**AUDIOVISUAL CREATIVE & SENIOR MOTION DESIGNER**

Remote Work, China

- Designed and produced video content that successfully attracted new clients.
- Conducted in-depth research and created reports on trends in the crypto industry and its evolving audiovisual language.
- Created animations and videos to effectively promote the brand and its values.

**AUG 2024 – CURRENT**

**DRAFTLINE, AB inBev**

**AUDIOVISUAL CREATIVE & SENIOR MOTION DESIGNER**

Remote Work, Colombia

- Created animations for distribution apps.
- Designed and produced tutorial videos for clients and the sales team.
- Developed creative concepts for internal campaigns and company products.

**AUG 2018 – JAN 2024**

**NOBOX**

**AUDIOVISUAL CREATIVE & SENIOR MOTION DESIGNER**

Bogotá, Colombia

- Designed and animated audiovisual content for major brands like Pepsi, Gatorade, KFC, and PlayStation.
- Developed compelling storytelling, and produced creative campaign videos for high-profile clients.
- Crafted creative concepts for audiovisual content and campaigns targeting LATAM markets.

**JAN 2022 – DEC 2022**

**MERO ESTUDIO**

**CREATIVE DIRECTOR & PRODUCER FREELANCE**

Bogotá, Colombia

- Directed and produced music videos for artists like Allison Ponthier.
- Directed, produced, and crafted miniature art for set shooting in various advertising campaigns, and music videos.
- Edited and polished videos for artists such as Justin Bieber, My Morning Jacket, and Oxfam.

**JAN 2017 – DEC 2021**

**VARIOUS CLIENTS**

**SENIOR MOTION DESIGNER & ART DIRECTOR FREELANCE**

Bogotá, Colombia

- Directed, designed, and created miniature art for various agencies and clients.
- Managed multiple projects simultaneously while adhering to strict deadlines.
- Created motion graphics for an animated explainer video, ensuring all assets were designed in accordance with brand guidelines.
- Designed and animated graphics, logo designs, branding and informational graphics