

DANIELA PIZA

MOTION GRAPHICS DESIGNER

PORTFOLIO

REEL: vimeo.com/dannjp
BEHANCE: behance.net/danielapiza
WEBSITE: danielapiza.com

+52 - 55 - 3486- 9327
daniela.piza@hotmail.com

ABOUT ME

Hellous! I'm a Sr. Motion Designer based in México City with 8 years of experience working with brands across different industries.
I specialize in 2D animation, digital advertising, and visual storytelling.
I love exploring new techniques and finding creative ways to bring ideas to life.

EDUCATION

Universidad Tecnológica de México (UNITEC)

Bachelor's Degree in Animation, Design & Digital Art

Master's Degree in Digital Marketing

LANGUAGES

Spanish - Native
English - Professional Working Proficiency

SOFTWARES

Motion & Video
After Effects · Premiere Pro · Media Encoder·

Design
Photoshop · Illustrator

AI & Generative Tools
Leonardo AI · Adobe Firefly
Eleven Labs · ChatGPT · Gemini

Productivity
Microsoft 365 · Google Workspace

EXPERIENCE

- BRANDTECH | OPELLA

Senior Motion Designer | Mar 2025 – Present

- Create social media content for different brands, including static designs, motion graphics, videos, and AI-generated content.
- Develop creative concepts and pitches for social media campaigns, exploring different ideas and visual approaches.

Brands: Icy Hot, Nasacort, ACT, Dulcolax, Allegra, Aspercreme and more.

- TUBESCIENCE

Senior Motion Designer - Freelance | Aug 2024 – Present

- Create static designs, motion graphics, and AI-generated content for social media, including video and static end cards for AppLovin campaigns.
- Adapt designs and animations to each brand's guidelines, maintaining a consistent visual style across different formats.

Brands: The Farmer's Dog, Prose, IL MAKIAGE, Kitsch, and more.

- STUDIO NOW

Senior Motion Designer - Creative Designer | Sep 2023 – May 2024

- Created motion graphics and static designs for The Coca-Cola Company, producing content in different formats for the Mexican and U.S. markets.
- Adapted existing campaigns and developed creative ideas for social media, following each brand's visual guidelines.

Brands: The Coca-Cola Company

- PUBLICIS GROUPE

Senior Motion Designer | Aug 2020 – Oct 2020

- Created motion graphics and animations for social media, TV, and advertising campaigns, adapting content for different markets.
- Collaborated with creative teams to develop content ideas and pitches, from initial concepts to final execution.

Brands: L'Oréal, Audi, PepsiCo, Genomma Lab, and Banamex.

EARLIER EXPERIENCE

Oliver+ | Adidas campaigns and content adaptations for global markets.
Estilo DF | Visual content for digital magazines and TV.
EXA TV / La Mejor | TV & radio branding, broadcast graphics and concert visuals.
Carlos Slim Foundation | 2D animation, digital content and infographics.