

Leo Louzada

Motion Designer | Brand Identity in Motion & Narrative Storytelling

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SUMMARY

Motion designer with nearly 20 years of experience across broadcast, streaming, advertising and production companies. I specialize in brand identity in motion and narrative storytelling, and I take projects from concept, script and storyboard to final delivery. Led motion and video work for a US-based team and coordinated freelancers across countries. Fluent working English; available for remote projects and long-term collaborations.

SKILLS

Craft: Motion design, motion graphics, brand identity in motion, kinetic typography, 2D and 3D animation, storyboarding, art direction, explainer and narrative video

Tools: After Effects, Photoshop, Illustrator, generative AI for concept and asset creation

Leadership: Remote team management, freelancer hiring and coordination, project budgets and timelines, mentoring

EXPERIENCE

Freelance Motion Designer

Self-employed, Rio de Janeiro, Brazil | Oct 2026 - Present

- Motion design and brand identity in motion for agencies, production companies and brands worldwide, from visual direction and storyboard to final delivery.

Video Coordinator

Collateral Partners, Dallas, TX (remote) | Dec 2025 - Oct 2026

- Led video and motion projects end to end for brand, social and web content, working remotely with a US-based team.
- Created visual directions and concepts, from brief and script to storyboard and final delivery.
- Designed and animated brand identity in motion, explainers and narrative pieces in After Effects, combined with generative AI for concept development, visual exploration and asset creation.
- Coordinated international teams of motion designers, editors and freelancers across concurrent projects, from hiring to final review.
- Managed project strategy, budgets and timelines, and kept visual language consistent across all outputs.

Motion Design Lead

Noize Graphics, Rio de Janeiro, Brazil | Aug 2021 - Nov 2025

- Led motion design and animation for broadcast and streaming, with Globoplay as the main client.
- Designed and animated brand identity systems, promos and packaging for streaming content.
- Developed visual concepts and motion language for high-visibility campaigns, delivered to broadcast technical standards.
- Coordinated motion designers across parallel projects and mentored designers on craft and visual consistency.

Freelance Motion Designer

O2 Filmes, São Paulo, Brazil | Aug 2018 - Dec 2018

- Designed and animated motion pieces for high-end audiovisual productions, developing visual concepts aligned with direction and storytelling.

Motion Designer / Digital Designer

Globosat, Rio de Janeiro, Brazil | Dec 2016 - May 2018

- Designed and animated promos, packaging and on-air graphics for broadcast channels, plus motion pieces for online and social platforms.
- Applied brand guidelines and editorial standards across multiple channels, under tight production timelines.

Art Director

iDtv Digital, Rio de Janeiro, Brazil | Apr 2015 - May 2016

- Directed the visual language of print, video and interactive projects from concept to execution, and supported designers on execution and brand consistency.

SELECTED CLIENTS

Globoplay, Multishow, BIS (Globosat), TV Globo, TV Brasil, Heineken (via Boson Post), Novalgina (via Boson Post), Mercury Health

EARLIER EXPERIENCE

Motion Designer, TV Globo (2014)

Freelance Motion Designer, Vapt Filmes and Black Maria Filmes (São Paulo) (2014)

Motion Designer, EBC - Empresa Brasil de Comunicação (TV Brasil) (2012 - 2013)

Motion Designer, Rede Record (2010 - 2012)

Illustrator and 2D/3D animation, TV Globo (GloboNews) (2010)

Visual programmer and trainee roles, EBC / TV Brasil, Arvato Mobile, Kitango (2006 - 2010)

EDUCATION

Postgraduate Certificate, 2D Animation, Interactive Technology & Motion Design - Melies (2023 - 2024)

Bachelor's Degree, Product and Visual Design - ESDI, State University of Rio de Janeiro (UERJ) (2003 - 2009)

LANGUAGES

English (professional working proficiency), Portuguese (native)