



hi! I'm **ISABELLA PARRA**

### about me

Hi! I'm a 22-year-old motion designer currently working with User Acquisition in the mobile game industry. My experiences range from audiovisual production to data-based creative thinking.

## JOB EXPERIENCES

### FANATEE 2021-now

Motion designer working within User Acquisition creating data-based advertising for the company's games. Working directly with creative testing and data analyzed insights, as well as other types of data-based marketing such as ASO and App Store marketing assets. Experience assessing game designers with base animations for the company's products.

### B4A 2019-2021

Video editor, producer and photographer of all video marketing pieces for the company's products. Video production ranged from high-budget statement productions to makeup tutorials and motion design ads. Also involved with script writing, schedule planning and overall video producing.

## EDUCATION

### DIGITAL PRODUCT DESIGN MASTERCLASS TERA —→ 2023-2024

Online course covering everything design, ranging from UX and UI to Design Thinking, prototyping, user testing and journey mapping, taught by renowned experts in the field.

### AUDIOVISUAL ARTS SENAC —→ 2019-2021

Major focused on audiovisual productions ranging from filmmaking to advertising. Personal projects included directing, script writing, post production and filming.

### AMERICAN HIGH SCHOOL Liberty University —→ 2016-2018

American high school diploma granted through LU's online academy. Single student from São Paulo selected to participate in Harvard's and Yale's Model United Nations events in 2018. GPA of 3.7.

### HIGH SCHOOL Mackenzie —→ 2016-2018

Graduated with excellency and extensive participation in extracurricular activities ranging from voluntary projects to writing competitions.

## LANGUAGES

English	✦	Fluent
Spanish	✦	Intermediate level B1 certificate through Cervantes Institute
French	✦	Basic
Portuguese	✦	Native

## SKILLS

graphic design    illustrating  
video editing    script writing  
public speaking    UI/UX