

LUISA LOVERA

Design | 2D Animation | Illustration

Vancouver BC, Canada 📍

BC RESIDENT

NOC 5241 - Graphic Designers and Illustrators /
LMIA Exception / T-MEC/CUSMA

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[Linkedin: Luisa Lovera](#)

EDUCATION:

Interactive Media Design
Universidad Iberoamericana
CDMX, México

Study Abroad Program
ELISAVA Institute of Design and Engineering
Barcelona, Spain

Classical Animation
Vancouver Film School
Vancouver BC, Canada

LANGUAGES:

SPANISH **ENGLISH**
Native Fluent/Advanced

SKILLS:

- Graphic Design
Branding, Retail, Typography, Editorial
- 2D Animation
Traditional & Digital Hand-Drawn, Rigging
- Motion Graphics & Video Editing
- Social Media Content Creation
- Flexible Problem-Solving
- Cultural Adaptability & Global Perspective
- Concept Exploration
- Collaboration & Teamwork

SOFTWARE:



ABOUT ME:

Bachelor's degree in **Interactive Design** with expertise in *graphic design, branding, motion graphics, and animation.*

Experience creating **identity/branding designs, promotional materials, and social media content** for entertainment, advertising, and retail brands.

Graduated from **Vancouver Film School's Classical Animation** program, specializing in traditional and digital hand-drawn animation, 2D rigging, and compositing. Created the animated short film "**Luminous**".

EXPERIENCE:

Freelance Designer & Illustrator
(2016 – Present)

Storyboard & Social Media Advertising Design
Clients include PartyCity, KIA, Fox Sports, and Office Max
(2018 – 2019)

Cultural Representative Program (Food & Beverage OPS)
Walt Disney World, *Orlando Florida.*
(2019-2020)

Visual Identity & Preschool Educational Content
CONLÚ SA de CV, *México*
(2020 – 2022)

Campaign Design & Product Launches
Clients include Fox Sports, Nación Lucha Libre, and Jaselú HL
(2020 – 2022)

Banquet Bartender (Food & Beverage OPS)
Sodexo Live! *Vancouver, BC.*
(2024-2025)

Director & Animator "Luminous"
1-minute **2D animated** short film, fully developed at **Vancouver Film School**. Responsible for concept, character and background design, layout, storyboard, animation, and compositing.