

JEAN PIERRE MARSALA

Senior Motion Designer and Art Director

Düsseldorf, Germany | contact@jpmarsala.com

jpmarsala.com | linkedin.com/in/jpmarsala

I create animations for products and brands. Across TV and digital media, I build templates and workflows that help international campaigns scale. With over two decades of experience in art direction and motion design, I combine animation craft with reusable production systems that designers and partners can easily use to adapt content.

Core capabilities Product & Interface Animation for TV and Digital Campaigns / Motion Systems & Templates / AI Workflows for Scalable Production

01 Experience

trivago

Motion Designer | Düsseldorf, Germany | 2019 - present

Current title: Motion Designer III | Creative Production / Marketing

- Animate product interfaces for global TV campaigns, using timing, transitions and visual hierarchy to clarify product journeys. Support product and device shots on set and flag risks for localisation.
- Build editable After Effects masters with expressions, scripts and Essential Graphics controls. Prepare separate **25 and 29.97 fps** projects and hand over templates that let designers and production partners localise campaigns without rebuilding animations.
- Introduced HeyGen lip-sync into TV production in 2023. The first team rollout delivered approximately **30 spots for 13 markets in one month** from one master. The workflow has since supported hundreds of localised versions across more than 10 global TV spots.
- Evolved the animatic workflow from storyboard slideshows with voice-over into realistic, AI-assisted sequences, helping teams better understand, test and approve concepts before production.

External reference: [trivago localisation with HeyGen](#)

02 AI as a superpower

DVCE

Dynamic Video Content Engine | Internal tool in development

Vibe coding enabled me to build DVCE, a tool for generating videos from dynamic content. I'm developing it around templates that can respond to external signals, apply data and be orchestrated by agents to produce videos at scale across formats and file types. As a motion designer who loves building solutions, I'm excited by this new freedom to turn production ideas into working tools.

03 Earlier experience

Freelance

Art Director and Motion Designer | Brazil | 2014 - 2019

- Produced TV commercials, motion graphics, training videos and campaign content for clients, from the initial brief and concept presentation through final delivery.
- Developed brand identities and visual systems across video, web, digital and print, combining art direction with hands-on production.

Selected engagements: **SEDEP FAZ**, art direction for product communication (2017); **political campaign**, Head Designer coordinating visual, video and motion production (2018).

Camera Pix Animação Digital e Design

Founder and Creative Director | Brazil | 2002 - 2013

- Founded and ran a design and animation studio, combining creative direction with hands-on production of animated TV commercials and client design projects.
- Delivered 2D and 3D animation for advertising and coached designers, illustrators and animators through project work.

04 Tools and practice

Design and animation

After Effects, Figma, Cinema 4D, Blender, Photoshop and Illustrator. After Effects expressions, scripts, Essential Graphics and reusable masters.

Editing and audio

Premiere Pro, DaVinci Resolve and Adobe Audition.

AI and workflow development

HeyGen, ElevenLabs and generative AI models for video, audio, image and text. Vibe coding for motion tools, production workflows and After Effects integration.

Continuous learning

Self-directed professional development through project work and technical study. Studying and applying generative AI to creative production since 2023.

05 Languages

Portuguese: native. English: working language. German: studied up to A2 (CEFR). Spanish, French and Italian: basic.