



# Pedro Jales

Senior Product Motion Designer

## Contact Info

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Florianópolis, Santa Catarina, Brazil

## Skills

Motion Systems ●●●●●

Interaction Design ●●●●○

UI Motion ●●●●●

Prototyping ●●●●●

Motion Documentation ●●●●●

Design Systems ●●●●○

Figma ●●●●○

Rive ●●●●○

Lottie ●●●●○

After Effects ●●●●●

Spline ●●●●○

Cinema 4D ●●●○

Blender ●●○

ProtoPie ●●●●○

Framer ●●●●○

## Summary

Senior Product Motion Designer with 15+ years of experience across fintech, advertising, and digital products. Specialized in motion systems, interaction design, prototyping, and implementation-ready animation for complex digital experiences. Strong background in building scalable motion patterns that improve clarity, usability, and collaboration between design and engineering. Tools include Rive, Lottie, Spline, ProtoPie, Framer, Figma, and Adobe After Effects.

## Experience

### Senior Product Motion Designer

Feb 2022 - Feb 2026

Itaú Unibanco

Sao Paulo, Brazil

Designed motion systems for complex digital products used at scale within one of the largest financial institutions in Latin America, working across core banking surfaces such as Cards, Payments, Credit Limits, and ItaúShop.

- Defined motion behaviors and interaction patterns for high-visibility product areas, translating complex flows into clear, scalable motion systems.
- Created motion handoff models and documentation that reduced friction with engineering and supported implementation across teams. Defined the motion behavior for a 3D card flip interaction in Itaú's card carousel, including accessibility-driven hints, multiple states, and transition flows to card offer showcases.
- Contributed to improved checkout conversion in ItaúShop through motion-driven feedback in the purchase flow.
- Animated official product illustration assets based on Pentagram's visual direction as part of a small, highly specialized motion team.
- Explored and introduced modern motion workflows with Rive, Lottie, Spline, ProtoPie, and Framer, expanding how motion could be integrated into digital products.

### Motion Design Head

Oct 2017 - Feb 2022

Prodigious | Publicis Groupe

Pelotas, Brazil

Built a strong foundation in motion design and evolved into technical and team leadership roles within a fast-paced, high-demand agency environment, contributing to large-scale digital campaigns and helping structure the motion practice internally.

- Designed and delivered motion assets for major brands across multiple formats, platforms, and deadlines, combining craft with strong execution discipline.
- Developed HTML5 animated banners and digital campaign assets, balancing storytelling, performance, and technical constraints.



## Languages



## Certifications

- Design System Specialist - Meiuca
- UX Motion Design - UXMD
- UI Skills - Orbyka
- Framer Skills - Orbyka
- IA Animation - Human Academy

- Became a technical reference within the team, mentoring junior designers and supporting complex animation and production challenges.
- Helped structure internal workflows, raise quality standards, and improve consistency across deliverables.
- Led the Audiovisual Motion Design team, overseeing creative output, delivery quality, team development, and day-to-day operations.
- Strengthened team structure and collaboration, helping scale output while maintaining a high standard of craft.

## Mid-Level Motion Designer

Dec 2018 - Sep 2020  
 POSSIBLE | WPP Group  
 Pelotas, Brazil

Worked in a highly demanding international environment, delivering motion design projects for global brands and collaborating daily with distributed teams across multiple regions.

- Delivered motion work for major international brands including Siemens, Fiat, Jeep, Alfa Romeo, Abarth, Microsoft, Bayer, Sanofi, and Yonex.
- Collaborated with teams across Germany, the United Kingdom, and Argentina, contributing to cross-office workflows and deliveries.
- Adapted motion output to different markets and brand contexts while maintaining consistency and quality.
- Strengthened international communication skills and the ability to operate in complex, multicultural production environments.
- Built strong experience handling global clients, large-scale production demands, and high creative standards.

## Education

**Motion Design, UI Animation, and Audiovisual** - Bachelor of Design  
 IFSUL | Instituto Federal de Ciência e Tecnologia Sul-riograndense  
 2015 - 2022 Pelotas, Brazil

## Accomplishments

- Defined the motion behavior and documentation for a 3D card carousel interaction in Itaú's banking app, reducing friction with engineering and supporting implementation.
- Contributed to improved checkout conversion in ItaúShop through motion-driven feedback in the purchase flow.
- Animated official product illustration assets based on Pentagram Studio's visual direction inside a highly specialized motion team.
- Introduced modern motion workflows with Rive, Lottie, Spline, ProtoPie, and Framer inside product teams.
- Led motion designers at Prodigious and improved workflow quality, consistency, and team output.