ANA CRISTINA LOSSADA

ART DIRECTOR & PRODUCT DESIGNER

Motion Systems · Brand Systems · Product Design

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SELECTED PROJECTS

FANDUEL PREDICTS · via NHS. Main designer on the brand system that brought Predicts into the FanDuel family across web, iOS and Android, including state-specific App Store pages. Launched August 2026.

HOME DEPOT EXPRESS · via NHS. Built the type and brand system for Express delivery services (type stack, eyebrows, color, logo and button anatomy), delivered as a PDF guide and templates that are still in use.

GOODER · independent product. Gamified workplace-giving app. Defined the user flows, reward rules, and employee and admin dashboards, and built a working prototype with Lovable and Supabase.

SPECIAL FORCES, FOX · Lead designer, Seasons 1–2. Show package and toolkit still in use through Season 5. The S5 trailer has 514K+ YouTube views.

EXPERIENCE

FREELANCE, Art Director + Sr. Motion Designer

Apr 2025 – Present | Remote

- Lead brand and motion systems for product launches, including FanDuel Predicts and Home Depot Express (via NHS).
- Turn brand guidelines into ready-to-use templates and toolkits that in-house teams keep using after handoff.
- Work with studios and networks including Sarofsky, NHS, Studio City, The Drew Barrymore Show, and Rogers Sports & Media.

Selected Clients: FanDuel, The Home Depot, Paramount, FOX, HBO, Microsoft, CBS, Netflix, IBM, NFL, and more.

FOX BROADCASTING COMPANY, Sr. Motion Designer

Nov 2020 – Apr 2025 | Los Angeles, CA

- Led show packages for network programming, from main title to lower thirds, bumpers and social templates.
- Built modular toolkits that editors reused all season; the Special Forces package carried through five seasons.
- Partnered with creative directors, producers and editors to take each package from first brief to air date, and reviewed deliverables for brand consistency and technical readiness before handoff.

FREELANCE, Sr. Motion Designer

Jun 2019 – Nov 2020 | Los Angeles, CA

- Designed and animated for studios including Martian and Sons, MobScene, Lussier, Radley Studios, Eyestorm Creative and Aspect.
- Event and brand work for Microsoft Ignite (via Martian and Sons).

BIG MACHINE DESIGN, Motion Designer

Jan 2016 – Jun 2019 | Burbank, CA

- Designed and animated title sequences, motion identities and promos for entertainment and consumer brands.
- Built visual systems combining type, layout and animation across multi-platform campaigns.

FREELANCE, Jr. Motion Designer

Jun 2015 – Jan 2016 | Los Angeles, CA

- Motion branding for theatrical and digital campaigns with: Prologue Films, Seismic Productions, Transit and GreenhausGFX.

EDUCATION

B.F.A. MOTION MEDIA DESIGN

2011 – 2015 Savannah College of Art and Design

USER EXPERIENCE DESIGN

2019 General Assembly

SKILLS

PRODUCT & EXPERIENCE DESIGN

+ User Flows & Wireframing
+ UI / Interface Design
+ Prototyping
+ Design Systems

MOTION & ART DIRECTION

+ Motion Design Systems
+ Creative Direction
+ Typography & Logo Design
+ 2D/3D Animation

COLLABORATION

+ Creative Leadership
+ Cross-Functional Collaboration
+ Stakeholder Communication
+ Creative Reviews
+ Production Workflows

TOOLS

+ Adobe Creative Suite
+ Figma
+ Claude Code · Lovable · Supabase
+ Cinema 4D · Redshift · Houdini
+ AI-Assisted Workflows

LANGUAGES

+ Spanish (native)
+ English (fluent)
+ French (basic)

HONORS & RECOGNITION

Daytime Emmy Nominee (2019)

CLIO 2023 Nominee

Promax Awards 2023 Bronze

Active Judge – The Television Academy

Active Member – Art Directors Guild

Active Judge – The Motion Awards

Featured in Design for Motion by Austin Shaw

Silver ADDY Award 2015 - Atlanta, GA

Featured in PortCity Review (2012–2016)