

Camila Betancurt

Integrated Designer - Motion



10+
years

100+
Clients

one
Obsessive brain

I have extensive experience spanning 10 years as a graphic designer, motion designer, and video editor, which helps me understand different projects with greater depth and clarity. I also had my own company, which gives me greater professional objectivity.



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Portfolio



Bē



SOFTWARES



Ae

After Effects

Pr

Premiere

Au

Audition

CapCut

Davinci

Video & Motion

Ai

Illustrator

Ps

Photoshop

Id

Indesign

Figma

Canva

Design

Blender

Cinema 4D

Maya

Z-Brush

3D

Envato AI

Midjourney

Higgsfield

Eleven L

Ai - NanoBanana

EXPERIENCE

13 Years_2026

Art Director

- **Situation:** Launch of a mass marketing skincare campaign for L'Oréal Sapmena and a targeted customer service campaign for Cartier.
- **Action:** Led the conceptual development and concept design for Cartier, while concurrently co-creating the "Skinetic" master concept and defining the visual identity for L'Oréal Sapmena.
- **Result:** Delivered finalized creative concepts and comprehensive visual identity systems to drive the development and successful rollout of materials for both brands.

Boona_2025-26

Head of Content

- **Situation:** Boona Tandem Shower had high initial social media visibility, but metrics were declining due to audience fatigue from repetitive daily content. Additionally, viewership demographics were misaligned, skewing heavily toward India and the Middle East rather than the target US market, with low engagement from existing followers.
- **Action:** Executed a comprehensive content strategy overhaul. Optimized account configurations for geo-targeting, adjusted posting schedules to bypass non-target peak hours, and pivoted the creative direction toward trend-driven content highly localized with US culture and slang.
- **Result:** Realigned audience demographics, driving a 20% increase in US viewership and a 10% boost in organic sales, while successfully improving overall engagement without the need for daily posting.

OPASCOPE_2024-25

Motion & Video Lead

- **Situation:** Launched a specialized creative program to increase brand visibility through short-form Reels and long-form podcast content across LinkedIn and YouTube.
- **Action:** Developed new animation techniques and created video brand manuals to standardize production for both short-form and long-form video projects.
- **Action:** Restructured creative processes and provided consulting for high-impact video projects across multiple social platforms.
- **Result:** Achieved 150,000+ views and a 70% increase in visibility, directly securing 5 new clients for the firm.

Nebula Studios_2022-23

Motion & Video Lead

- **Situation:** Managed high-volume video production for 130+ major industry YouTubers, requiring rapid scaling across multiple social platforms.
- **Action:** Produced 20+ videos weekly, specializing in long-form YouTube content and vertical adaptations for TikTok, Instagram, and Facebook.
- **Action:** Designed custom animated assets, including openers and end cards, to drive brand consistency and viewer retention.
- **Result:** Scaled video views from 9.7K to 6.3M by implementing optimized mobile-first editing and formatting.

Superside_2021

Motion & Creative Senior

- **Situation:** Directed high-volume motion and design projects for a diverse portfolio of global brands in the technology, finance, Engineering, Medicine, B2B SaaS, B2C and education sectors.
- **Action:** Executed end-to-end animation production and video editing for over 10 weekly projects, including long-form YouTube content and short-form social media adaptations.
- **Action:** Managed multiple simultaneous design streams for high-profile clients, including NBA player Stephen Curry and Gordon Ramsay.
- **Result:** Delivered consistent, high-quality creative assets for Hollywood writers and prominent international figures, maintaining brand standards across varied digital platforms.

Integrated Desiner SNR

- **Situation:** Directed high-impact motion strategy for global leaders (Corona, Nutresa) and diverse accounts across Engineering, Medicine, and B2B SaaS.
- **Action:** Produced versatile short and long-form video content for global platforms while integrating UI/UX design to improve digital brand experiences.
- **Action:** Spearheaded brand restoration and creative campaigns for B2C retail clients, focusing on market positioning and visual storytelling.
- **Result:** Tripled sales results for new product releases and achieved a 70% increase in social media interaction and conversion across the agency's portfolio.

Creative Director / CEO

- **Situation:** Directed the creative recovery and digital repositioning for a diverse global portfolio, focusing on Gastronomy (Speakeasy bar, Bubble Tea), B2B SaaS, and Engineering.
- **Action:** Led content marketing and digital ad production, creating high-impact motion assets for both short-form social media and long-form storytelling across international platforms.
- **Action:** Designed and executed a specialized digital campaign for a speakeasy bar, utilizing targeted motion graphics and strategic ad placements to capture niche audiences.
- **Result:** Successfully doubled sales in three months for the speakeasy bar and achieved a 70% increase in engagement for an Asian bubble tea brand, leading to tripled revenue for new product releases.

Art Director

- **Situation:** Directed comprehensive brand strategy and digital marketing for a prominent gastronomy brand (T4 Bubble Tea) and a celebrity athlete (Carlos Valdes).
- **Action:** Led high-impact content marketing campaigns and digital advertising, producing specialized motion assets and merchandise designs tailored for high conversion on social platforms.
- **Action:** Developed conceptual brand definitions and UI/UX experiences to optimize digital interaction, brand fidelity, and market positioning.
- **Result:** Tripled sales for T4 Bubble Tea within three months, establishing the brand as the market leader in Colombia's bubble tea sector and significantly improved digital interaction and conversion rates for Carlos Valdes' social channels through unique, high-conversion creative material.

SKILLS

✓ SOCIAL MEDIA STRATEGY

✓ MOTION DESIGN

✓ LOGO DESIGN

✓ VIDEO EDITION

✓ BRAND IDENTITY

✓ PHOTOGRAPHY

✓ EDITORIAL

✓ WEB DESIGN

✓ AI POWERED VISUALS

✓ CONCEPT DEVELOPMENT

✓ ART AND CREATIVE DIRECTION

SOFT SKILLS

✓ EFFICIENT PROBLEM-SOLVING

✓ TEAMWORK

✓ EMPATHY

✓ ADAPTABILITY

✓ CREATIVITY

✓ COMMUNICATION SKILLS

EDUCATION

LINCOLN ENGLISH CENTER

English C1
2010 - 2012

UNIVERSITY ESCUELA ARTES Y LETRAS

College Degree - Motion Creative Designer
2010.2 - 2015

ESCUELA ARTES Y LETRAS

Seminar on Professional Projection
Creative Marketing
2010.2 - 2015

CREHANA AND DOMESTIK

Emphasis on animation, modeling 3d and
motion graphics
2019 - up to the present



HONORIFIC MENTION
SEXUAL MYTHS - MOTION GRAPHICS

INTERESTS & HOBBIES

