

Sebastian Moreno

Senior Motion Designer & Creative Strategist

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15+ years of experience bridging the gap between expressive animation and technical implementation. Studying in AI-era design languages, utilizing Python and JavaScript to automate workflows and create detailed motion documentation for engineering teams. Proven track record at SAP and other big brands of leading cross-functional teams to deliver high-fidelity concepts and elevate global brand narratives.

Experience

Lead Motion Designer, video producer & AI Innovation Strategist

06.2015 - present Walldorf, Germany [SAP SE \(sap.com\)](http://sap.com)

- Recently changed to be part of the vision for SAP's new AI-innovation roadmap, conceptualizing and delivering
- concept product solutions.
- Translate complex AI-driven interactions into high-fidelity motion concepts, to create tangible visuals, prototypes and video showcases.
- Bridge the gap between design and engineering by developing custom tools and documentation (JavaScript and Python) to ensure seamless implementation.
- Lead cross-functional collaboration between design, marketing, and development teams to ensure showcases of our global major SAP Design products.
- Leverage AI workflows to scale creative output, transitioning from conceptual to final deliver faster.

UX Animation course mentor and Instructor

07.2021 - 02.2026 Online [CareerFoundry \(careerfoundry.com\)](http://careerfoundry.com) - recently closed

- Deliver comprehensive instruction, guidance, and mentorship to students, ensuring their understanding and mastery of UX animation principles.
- Stay up-to-date with the latest AI trends and best practices in UI tooling and animation, integrating relevant industry insights into the course curriculum.

Internship in Character Animation

06.2014 - 09.2014 Paris, France [Cube creative \(cube-creative.fr\)](http://cube-creative.fr)

- Collaborated with animation team to bring characters to life, ensuring high-quality that meets series requirements and artistic vision.

Animator and VFX Generalist

09.2012 - 02.2013 Bogota, Colombia [Autobotika \(now closed\)](http://autobotika.com)

- specialize in designing, modeling, and completing 3D environments for VFX purposes.

Animator and 3D Generalist

02.2012 - 08.2012 Bogota, Colombia [Mompomt \(now closed\)](http://mompomt.com)

- Create character animations specifically tailored for TV series and TV Advertising.

Developer and Motion designer

01.2011 - 12.2011 Bogota, Colombia [Seminarium \(seminarium.com\)](http://seminarium.com)

- Motion graphics re-branding for CNN TV commercials, creating designs to communicate events to be promoted.

3D Generalist Internship

04.2010 - 11.2010 Bogota, Colombia [Zio Studios \(now closed\)](http://ziosstudios.com)

- Coached to produce 3D models for TV advertising

Education

Guest Student and Researcher

08.2014 – 05.2015 Germany Filmakademie (filmakademie.de)

- Assistance for the R&D department in the project “Dreamspace”
- Character animation for “Skall” final diploma short film

Master's degree in 3D Animation

09.2013 – 09.2014 Annecy, France Gobelins (gobelins.fr)

- Character Animation

French Studies

03.2013 – 07.2013 Lyon, France Université Catholique de Lyon (ilcf.net)

- French language C1 level

Bachelor's degree in Multimedia Engineering (validated in EEUU)

07.2005 – 07.2011 Bogota, Colombia Military University “Nueva Granada” (umng.edu.co)

- Multimedia Engineering diploma from university

English studies

08.2006 – 05.2007 Rockville, Maryland Montgomery College (cms.montgomerycollege.edu)

- English language B2 level

Skills

Graphics

- Illustrator
- After effects
- Photoshop
- Premiere Pro
- Animate

3D Software

- Maya and 3Ds Max
- Spline app
- ZBrush
- C4D
- Blender

Programming

- Adobe Extendscript and ScripUI
- Python
- Java Script

Language

- English: Fluent Level
- French: Professional level
- Spanish: Native speaker
- German: Middle Level

AI and GEN AI

- Claude code
- Agentic for copilot
- Video: Luma, Kling AI, Sora, Veo and Runway

UX

- Figma
- SwiftUI
- ProtoPie
- Lottie
- Rive