



Álvaro Ares

Creative Director • Motion & Visual Design

— Twenty years working in **visual, motion and creative direction**. I founded and ran Koora Studio for eight years, **leading teams and projects for international clients** across CGI, motion, brand and interactive. Always focused on making sure the final work lives up to the initial idea.

 **alvaroar.es**
 **hey@alvaroar.es**
 **(34) 649 635 382**
 **Barcelona (Remote)**

SOFT SKILLS

- Creative direction of **projects and teams** end to end, from concept to final frame.
- **Strategic vision** to transform business objectives into **functional solutions**.
- Constant focus on creative problem-solving and process optimisation.

LANGUAGES

Native **Spanish**,
profesional **English & Euskera**.

EDUCATION

2016 - 2018

VFP. Animation, games and interactive environments.

CIFP Tartanga @ Erandio

2013 - 2015

VFP. Administration and finance.

CIFP Tartanga @ Erandio



2018 - 2026

KOORA STUDIO @ Bilbao (Remote)

High-end Motion Graphics and CGI production for international brands. Definition of **aesthetic languages**, **construction of coherent visual systems** and **pipeline optimisation** in remote and multidisciplinary work environments. 50+ projects delivered.

Co-founder

Creative Director

Project Manager

Artist



2020 - 2026

LAPATZAK @ Basauri

Comprehensive **brand and strategy** development. Creation of the **visual and conceptual ecosystem**, leading the strategic positioning and global identity of the project. A foundational vision focused on building a solid, scalable brand with its own visual language.

Co-founder

Brand Manager

Product Strategy

Design



2018 - 2019

LUDEI @ San Francisco (Remote)

Art Direction applied to the development of **interactive games and environments in Unity**. Creation of 3D assets, VFX design and optimisation of visual pipelines for real-time graphics. Responsible for the **visual identity** of the brand and product, combining advanced graphic content generation with interface design for entertainment systems.

Lead Artist

UI/UX

Brand Identity

TECH STACK

3D & CGI

Maya

ZBrush

Blender

V-Ray

Arnold

Animation, design & post

After Effects

Illustrator

Photoshop

Interactive & Real-time

Unity

Web Tech

Artificial Intelligence

ComfyUI

LLMs

IDEs