Issara Willenskomer

Head of UX Motion · Built and led Oracle's UX Motion team for GenAI products

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SUMMARY

Motion design leader with 20+ years across product, agency and film. Built and led Oracle's UX Motion team for the Redwood design system and the generative AI experiences built on it. Author of the 12 UX Motion Principles, a widely used framework for when and why to use motion for usability. I design how products move, and I build teams that ship it with engineering.

EXPERIENCE

Oracle | Senior Manager, UX Motion — Mar 2021 – Sep 2026

- Led UX Motion for Oracle's Redwood design system and its generative AI experiences, in product and brand.
- Built Redwood's motion system from the ground up: a token hierarchy that scales easing, duration and delay into reusable motion patterns for components and key interactions.
- Grew the UX Motion team and hand-picked every hire, including entry-level and intern roles.
- Set the team's working model: one-third interaction design, one-third motion, one-third shipping with engineering.
- Taught motion across the design org through workshops, design reviews and mentoring.

UX in Motion | Founder & Instructor — Jan 2013 – Feb 2021

- Led onsite and remote motion-and-usability workshops for product teams at Salesforce, LinkedIn, Airbnb, Slack, Dropbox, Kayak and Oracle, for designers, developers, PMs and stakeholders.
- Wrote the 12 UX Motion Principles (*Creating Usability with Motion: The UX in Motion Manifesto*), which has been read nearly a million times on Medium (929K views).
- Built *After Effects for UX Designers* (students from Microsoft, Amazon, Nordstrom and Artefact), plus an online tutorial library and a UI animation certification with live 1:1 critique.
- Guest lecturer for the University of Washington's design master's program.

Dos Rios Films | Creative Director — 2010 – 2013

- Pitched and won creative concepts with agencies and direct clients, and supervised productions with small teams. Clients included T-Mobile, AT&T, Microsoft, Philips, UNAIDS and Norton; agency partners included Frog, IDEO and Artefact. Wrote and directed AT&T's Glympse narrative, shown at CES.

Artefact | Creative Director — 2009 – 2010

- Generated product concepts and led award-winning teams for Facebook, Twitter, Microsoft and Xbox. NAU web 2.0 project won awards from HOW Magazine and AIGA.

IDEO | Consultant (freelance, project-based) — 2000 – 2012

Motion concepts and solutions across client projects; narratives and execution for vision films.

Superfad | Director, Designer — 2004 – 2007

SKILLS

Motion: UX motion, motion systems and tokens, interaction design, micro-interactions, AI interface states
Leadership: team building and hiring, design systems, cross-functional delivery with engineering, workshop facilitation
Tools: Figma, After Effects, Rive, Lottie, prototyping

EDUCATION

B.A., The Evergreen State College

WRITING

- The 12 UX Motion Principles · Medium
- Motion and Interface Design: Continuity and Expectation · Medium
- How to Hire a UX Motion Designer · LinkedIn, 2026