

Spark AR

Women Redefining Reality

Ten creators share their insights and advice for women exploring AR

By: Spark AR Team
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From the beginning, a guiding principle of our Spark AR team has been to build an easier, more accessible mobile AR platform — one that enables a wide range of creators, from all parts of the world, to build and publish their own unique AR experiences. Today, more than 400,000 creators from 190 countries are using Spark AR, and as [we shared earlier this fall](#) — over half (55%) of Spark AR Studio's monthly users are women.

As the year approaches its end, we wanted to look back and highlight some of the stories we've shared of women in the Spark AR creator community who are building and shaping the future of AR. Also, knowing that more women will be exploring AR creation and careers in the year ahead, we wanted to ask this talented group just one question:

What's one piece of advice you can share with other women interested in becoming AR creators?

Johanna Jaskowska

Madrid, Spain

[@jowska](#)

"Do whatever you want to do and what feels right for you. There is no correct way to do, no proper way to learn, and no accurate way to create. The right way is to develop your method. You can get inspired by anything and anybody."

Get to know Johanna, watch her [creator video](#).

Kyo Park

London, England & Seoul, South Korea

[@kyo_p](#)

"Stay confident. Don't underestimate yourself and embrace the qualities that make you stand out and do your best to develop those qualities — then nobody will be able to question your ability based on your gender."

Get to know Kyo, read her [creator Q&A](#).

Ommy Akhigbe

London, England

[@autonommy](#)

"My advice to all creators, regardless of gender or 'differences:' You're a product of your unique experience —build what you'd like to see in the world. AR provides a means to share your perspective with others in a way that is unlike many others, use this to tell your own story."

Watch Ommy's [recent talk](#) at Instagram Next.

Paige Piskin

New York, USA

[@paigepiskin](#)

"AR has been the most incredible creative outlet for me. What started out as a big passionate hobby has evolved into a business that I love. Every day I can imagine any character or makeup look and build it into shareable wearable art. I can only hope more women get involved, this industry has changed my life. It can seem intimidating at first, but with such a supportive community, you can learn at your own pace, whether it's for passion or business!"

Get to know Paige, read her [creator Q&A](#).

Nahir Esper

Chaco, Argentina

[@nahir.esper](#)

"Ask yourself what motivates you to become an AR creator? Motivation is key, behind it is the desire to learn, inspire and create. There is a lot of material on the web to help you learn, and many places to find inspiration. Sometimes you might run into creative blocks, but don't freak out, everything will come with time and you will always find in this beautiful community a group of creators waiting to support you and your work!"

Get to know Nahir, read her [creator Q&A](#).

Isabelle Udo

Amsterdam, Netherlands

[@vi.de.or.bit](#)

"Always stay curious! We're in a rapidly innovating industry, and I see it as a necessity to constantly reinvent yourself. Don't be afraid to ask questions, as there is a wonderful community full of helpful fellow creators which will soon become your friends. But most of all, have fun! Enjoy the path of learning as you will surprise yourself with your own creations!"

Get to know Isabelle, read her [creator Q&A](#).

Mitsuko Ono

Manilla, Philippines

[@mitsukokubota](#)

"AR can seem intimidating at first, but once you've decided to dive into it, you'll quickly regret having waited. It's a whole new exciting way of making art that's both game and life-changing."

Get to know Mitsuko, read her [creator Q&A](#).

Aliya Ataulova

Paris, France

[@whiteabysses](#)

""Constantly learn new techniques (even 3D), talk to other creators, and don't be afraid of asking for help — the community is pretty nice! And of course use all the creativity you have to make great things."

Get to know Aliya, read her [creator Q&A](#).

Yana Kiselyova

Moscow, Russia

[@ya.molli](#)

"My advice is to choose one type of effect and just master it. Maybe it's makeup or hair segmentation or face masks, just embrace it and try to learn everything you can about that effect type."

Get to know Yana, read her [creator Q&A](#).

Bianca Garutti

Campo Grande, Brazil

[@biancagarutti](#)

"You shouldn't feel intimidated by the technology, and this isn't a male-only medium anymore! We have a touch of sensibility, we're creative, we're powerful! Enjoy this amazing world, it will expand your mind and open a wide door of new possibilities in your life!"

Get to know Bianca, read her [creator Q&A](#).

Our Spark AR team is proud to be part of such an inspirational community of women creators. If you're new to AR and interested in learning more, we recommend following all of these talented creators on Instagram, and joining the [Spark AR Community Facebook Group](#) where you can connect, communicate and learn from so many others.