

NATALIA TARASOVA

MOTION DESIGNER

✉ natalia.tarasova.motion@gmail.com 📞 +1 (646) 384-6137 📍 Brooklyn, NY 🌐 linkedin.com/in/nataliatarasova-motion

🌐 nataliatarasova.info ✓ Authorized to work in the U.S.

Motion Designer with 7+ years building motion design systems for **Vodafone, Verizon, and Bumble**. Vodafone's first in-house motion designer — built their complete motion system, **Lottie** pipeline, and **animation token** framework from scratch. Specialist in product UI animation, cross-platform motion guidelines, and design-to-engineering handoff.

EXPERIENCE

Lead Motion Designer (Consultant)

Freelance — Brooklyn, NY

2025 – Present

- **HBO Max / Investigation Discovery:** Designed and animated on-screen UI graphics for the hit docuseries *Deadly Influence: The Social Media Murders*. Created realistic, animated social media simulations (TikTok/Instagram interfaces) and title treatments for **6 episodes**, ensuring broadcast-safe standards
- **Stealth Startups:** Consulting on **motion design systems** and React/**Lottie** implementation workflows for early-stage NYC tech companies

Senior UI Motion Designer

Vodafone — London

2022 – 2025

- Hired as Vodafone's first in-house Motion Designer; built a **motion design system** from scratch — principles, custom easing curves, **JSON animation tokens**, and a component library — unifying motion across web, iOS, and Android
- Led motion design for **5+ applications**, delivering MUI specs, developer guides, and Lottie assets to engineering — contributing to a **10% increase in client conversion**
- Designed and animated TOBi, Vodafone's AI assistant — rigging **28 emotions** in After Effects with faux-3D, exported as **Lottie JSON** — driving a **9% increase in conversation engagement** and **10% lift in task completion**
- Engineered **motion tokens** (timing, easing, choreography) for Vodafone's design system, reducing developer handoff errors and ensuring **1:1 implementation** across iOS, Android, and web for **5 product launches**

Senior Motion Designer

W12 Studios (Verizon) — London

2021 – 2022

- Developed comprehensive motion guidelines for Verizon's product suite, enabling **50% faster design iterations** across the prototype team
- Created translatable motion templates and **Lottie**-based component animations for Verizon UI, reducing developer onboarding time by **30%**
- Defined motion theory and easing standards validated through user testing, resulting in a **10% increase in satisfaction ratings**

Motion Designer

Bumble — London

2019 – 2021

- Designed motion content for Bumble and Badoo across **7+ global markets** — including work featured on Piccadilly Circus — supporting UA, product, and brand marketing campaigns
- Led production of localized video assets for the EMEA region, delivering content that increased brand visibility and user engagement
- Collaborated with a global creative team to establish motion design standards across multiple platforms

Motion Designer

Freelance

2015 – 2019

- Designed motion graphics and promotional videos for clients including London Art Night, ShadowMemory app, and London Talks featuring Vogue Editor-in-Chief
- Delivered end-to-end creative projects spanning motion design, photography, and videography for cultural events and digital launches

SKILLS

IMPLEMENTATION

Lottie (JSON) Git Animation Tokens

PROTOTYPING

Framer Figma (prototyping + motion)

Principle

MOTION & DESIGN

2D Animation 3D Animation

Adobe Creative Suite

FRAMEWORKS & METHODS

Motion Design Systems

Google Material Motion Apple HIG

Interaction Design Accessibility

EMERGING

Runway Midjourney Generative AI

EDUCATION

User Experience Design

University of the Arts London

2020 – 2021

MA History of Art

Institute of History of Cultures, Moscow

2007 – 2013

PORTFOLIO

nataliatarasova.info



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