



ISHITA RAO

Motion Designer

After Effects, animation principles, storyboarding

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FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

Motion Designer with an illustrative 11-year career in digital product, communication and visual design. Combines after effects, animation principles, storyboarding with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment.

Selected work includes product explainer sequence, motion identity toolkit and multiformat campaign animation. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims.

Prepared for experienced motion designer opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes Postgraduate diploma in Motion Graphics. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established.

AT A GLANCE

11 years

ILLUSTRATIVE CAREER

4

CAREER APPOINTMENTS

3

WORK EXAMPLES

2

EDUCATION RECORDS

CORE COMPETENCIES

After Effects / animation principles
storyboarding / typography in motion
compositing / sound synchronisation
render workflows / delivery formats

PROFESSIONAL MISSION

Turn a clear brief into dependable digital product, communication and visual design work: understand the context, apply after effects and animation principles, record the evidence and explain the limitations before handover.

Career family: Digital & Visual Design | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Motion Designer

Meridian Design Studio (fictional)

Jul 2024 - Present | Ahmedabad, India

Independent ownership of scoped motion designer work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples.

- Built a storyboard and timed motion prototypes.
- Created adaptable animation templates.
- Led brief clarification and prioritised work using after effects, animation principles and storyboarding. Raised unresolved constraints before committing to the next stage.
- Coordinated peer reviews and handover preparation; used a research or creative brief to distinguish completed work, assumptions and follow-up needs.
- Supported colleagues with practical examples of typography in motion and maintained a concise learning record after important assignments.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Motion Designer

Northline Design Studio (fictional)

Jul 2020 - Jun 2024 | Ahmedabad, India

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in storyboarding and typography in motion.

- Designed safe areas and format-specific timing.
- Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner.
- Applied compositing and sound synchronisation to resolve delivery questions while maintaining source and decision notes.
- Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope.
- Prepared a reviewed handoff and feedback summary so the next team could understand the work and remaining questions.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

PROFESSIONAL WORKING PRINCIPLES

- Translate audience needs and communication goals into a clear design brief.
- Make design decisions inspectable through explorations, critiques and usability feedback.
- Document asset rights, accessible alternatives and handoff specifications.

PROFESSIONAL EXPERIENCE / EARLIER

Motion Designer

Cedarbridge Design Studio (fictional)

Jul 2017 - Jun 2020 | Ahmedabad, India

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions.

- Handled recurring work involving after effects and animation principles using a documented preparation and review process.
- Supported motion identity toolkit by organising inputs, maintaining issue notes and incorporating reviewer feedback.
- Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps.
- Improved record consistency through render workflows and documented handover expectations.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Motion Designer

Cedarbridge Design Studio (fictional)

Jul 2015 - Jun 2017 | Ahmedabad, India

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues.

- Assisted with after effects and storyboarding within an agreed scope and escalated unfamiliar work.
- Prepared inputs and checked completeness before passing work to the responsible reviewer.
- Maintained task records and learned to communicate assumptions, constraints and observed problems clearly.
- Applied review feedback to subsequent assignments and developed a dependable working routine.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

SELECTED CONTRIBUTIONS

Product explainer sequence. Built a storyboard and timed motion prototypes. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Motion identity toolkit. Created adaptable animation templates. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Multiformat campaign animation. Designed safe areas and format-specific timing. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

SELECTED WORK / 01

Product explainer sequence

P1 | Jan 2025 - Jun 2025 | FICTIONAL WORK EXAMPLE

Context. Fictional internal work programme in digital product, communication and visual design; not a real client case study.

Problem. A technical workflow was difficult to explain visually.

Objective. Create a workable response to this issue through after effects, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Contribution and ownership. Motion Designer; owned the stated workstream, not the full organisation or every collaborator contribution.

- Built a storyboard and timed motion prototypes.
- Prepared the scope with the commissioning team, identified unresolved inputs and used after effects to turn the brief into a sequenced work package.
- Applied animation principles and storyboarding while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. After Effects / animation principles / storyboarding / typography in motion

Deliverables. Product explainer sequence - scoped brief; Product explainer sequence - reviewed working package; Product explainer sequence - handover and learning summary

Review. Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a research or creative brief and a named human reviewer.

Illustrative outcome: the team adopted a repeatable approach for product explainer sequence, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): research or creative brief; annotated design iterations; reviewed handoff and feedback summary.

SPECIALIST PRACTICE

Portfolio attribution

The sample focuses on after effects, animation principles, storyboarding. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on after effects and typography in motion for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of motion identity toolkit, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Client names and projects are fictional; reference imagery and production assets require appropriate permissions.

SELECTED WORK / 02 AND 03

Motion identity toolkit

P2 | Jan 2026 - Jun 2026 | Meridian Design Studio (fictional)

Problem. Videos used inconsistent transitions and titles.

Objective. Create a workable response to this issue through animation principles, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Motion Designer; owned the stated workstream, not the full organisation or every collaborator contribution.

- Created adaptable animation templates.
- Prepared the scope with the commissioning team, identified unresolved inputs and used storyboarding to turn the brief into a sequenced work package.
- Applied typography in motion and compositing while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. animation principles / storyboarding / typography in motion / compositing

Delivered. Motion identity toolkit - scoped brief; Motion identity toolkit - reviewed working package; Motion identity toolkit - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for motion identity toolkit, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): research or creative brief; annotated design iterations; reviewed handoff and feedback summary.

Multiformat campaign animation

P3 | Jan 2021 - Jun 2021 | Northline Design Studio (fictional)

Problem. One layout did not translate to social formats.

Objective. Create a workable response to this issue through storyboarding, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Motion Designer; owned the stated workstream, not the full organisation or every collaborator contribution.

- Designed safe areas and format-specific timing.
- Prepared the scope with the commissioning team, identified unresolved inputs and used compositing to turn the brief into a sequenced work package.
- Applied sound synchronisation and render workflows while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. storyboarding / typography in motion / compositing / sound synchronisation

Delivered. Multiformat campaign animation - scoped brief; Multiformat campaign animation - reviewed working package; Multiformat campaign animation - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for multiformat campaign animation, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): research or creative brief; annotated design iterations; reviewed handoff and feedback summary.

EDUCATION AND SPECIALIST LEARNING

Postgraduate diploma in Motion Graphics

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2014 - May 2015 | completed - fictional record
Focus: After Effects, animation principles, typography in motion. Specialist study on product explainer sequence; an illustrative learning project, not a published result.

Bachelor's in Animation

Cedarhaven College of Applied Studies (fictional institution)
Jul 2011 - May 2014 | completed - fictional record
Focus: storyboarding, compositing, sound synchronisation. Applied coursework in after effects, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Inclusive design studio (2023). After effects and typography in motion in the context of motion designer work. Used reflective exercises and a bounded practice example related to product explainer sequence.
Design critique facilitation (2024). Animation principles and compositing in the context of motion designer work. Used reflective exercises and a bounded practice example related to motion identity toolkit.
Design systems documentation (2025). Storyboarding and sound synchronisation in the context of motion designer work. Used reflective exercises and a bounded practice example related to multiformat campaign animation.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.
Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Client names and projects are fictional; reference imagery and production assets require appropriate permissions.
Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.
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