

NATALIE TO

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EXPERIENCE QUALIFICATIONS

- Highly skilled and experienced Motion Graphics Designer with 16+ years of success in crafting compelling visuals for cable television, social media, and interactive experiences.
- Proven ability to translate complex design systems and user flows into engaging UI/UX animation elements and brand stories for tech companies.
- Expertise in 2D (After Effects) and 3D animation (Cinema4D) and a passion for pushing creative boundaries through innovative design solutions.

RECENT CLIENT LIST

- Ticketmaster, Bravo, Meta, Google, Masterclass, Boston Dynamics, Delta, 1st Ave Machine

EXPERIENCE

Freelance Motion Graphics Designer (2020 - Present)

- Led the full production of complex motion design projects for high-profile clients like Ticketmaster and Boston Dynamics.
- Created UX focused animations for tech clients like Meta, Google, Xfinity.
- Utilized cutting-edge 3D animation (Cinema4D) techniques to create future-focused sales reels, social media campaigns, and NFT animations.
- Demonstrated strong technical knowledge by working with complex design systems for projects like Bravo's Real Housewives franchise, ensuring brand consistency across their many shows.

Senior Motion Graphics Brand Designer, NBCUniversal (2009 - 2019)

- Created visually compelling brand animations for 6 rebrands and refreshes for Oxygen's on-air promos and social media campaigns, leveraging strong typography, design skills, compositing, 3D, and VFX.
- Collaborated closely with creative directors and producers/editors to ensure seamless integration and brand alignment.
- Crafted the art direction for contrasting styles of show opens, crafting visually distinct concepts for both crime dramas and lighthearted feminine programs. This included presenting compelling proposals, and developing detailed storyboards for the title sequences. Additionally, I oversaw content capture on shoots, ensuring seamless integration into the final product.
- Leveraged user experience (UX) principles to design breakpoints for Oxygen webpages and newsletters, resulting in a 5% increase in open and click-through rates.
- Developed series of ongoing social media motion graphics projects within Oxygen, acting as part of a task force that drove viewer engagement through custom marketing campaigns.

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SKILLS

- Motion Graphics (After Effects)
- 3D Animation (Cinema4D)
- User Experience / UX Design (Figma)
- Brand Design & Typography
- Art Direction (Photoshop, Illustrator, Indesign, Directing shoots)
- Social Media Marketing
- Augmented Reality (AR)
- All Aspects of Broadcast Graphics
- Strong Cross-departmental Collaboration & Communication

INTERESTS

- Unreal Engine, Unity, NFTs, [saving screenshots all my computer glitches](#), learning French

CONTINUED EDUCATION

NBC Core Talent Lab, Impact and Voice, 2019

- Learned to expand skills in leadership, management, making an impact on my team and the right way to tackle difficult conversations

General Assembly, Social Media for Creatives, 2016

- Learned best practices for brand marketing on multiple social media platforms

General Assembly, User Experience UX Design class, 2014

- Learned to create detailed personas, user flows, prototyping, conduct interviews and create user interfaces that are clear, beautiful and delightful for the user

EDUCATION

Parsons School of Design, Master's of Fine Arts Degree, 2004

Design & Technology, a Broadcast Design focus in addition to multimedia, programming, digital interface design AKA UX design

SUNY Binghamton University, Bachelor's Degree, 1999

Double Major: Experimental Cinema Film-making and Biology

References available upon request.