



RASHMI SAINI

Principal Motion & Visual Designer

Principal Motion Designer with 10+ years designing motion design systems, micro-interactions, and real-time UI animation for mobile, gaming, and web products. Specialist in Rive state machines, Lottie pipelines, and design-to-development handoff across cross-functional product and engineering teams.

CONTACT



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PORTFOLIO LINKS

Website : <https://rashmisaini.framer.website>

Behance : <https://www.behance.net/-rashmi>

Dribbble : https://dribbble.com/rashmi_saini

CORE COMPETENCIES

- Motion Design Systems & Motion Tokens
- Micro-interactions & UI/UX Animation
- Rive State Machines & Interactive Prototyping
- Design-to-Development Handoff
- Animation Principles (Timing, Easing, Anticipation)
- Storyboarding, Style Frames & Animatics
- Game & Product UI Animation
- Creative Direction & Team Mentorship
- Cross-functional Collaboration (Product, Eng, QA)
- AI-Assisted & Prompt-Driven Design Workflows

SKILLS

Motion & Design

- Rive
- Lottie
- After Effects
- Adobe Illustrator
- Adobe Premiere Pro
- Figma
(Motion/Prototyping)
- Blender

AI Tools

- Claude AI
- ChatGPT
- Midjourney
- Runway
- ElevenLabs

WORK EXPERIENCE

Principal Motion Designer- Product/Game Design

Mobile Premier League (MPL) , Bangalore

2021 - Present

- Architect and own a scalable **motion design system** — reusable micro-interactions, motion tokens, and **Rive state-machine** components — reducing cognitive load and unifying the animation language across multiple mobile game titles.
- Lead interactive motion design for high-engagement gaming products including Poker, Bingo, Draw 4, and Ludo, designing reward/celebration sequences, onboarding flows, and UI transitions using Rive's State Machine (Boolean, Trigger, and Number inputs) and nested artboards for scalable, reusable animation hierarchies.
- Partner with product designers and engineers on interaction logic and **design-to-development** handoff, producing clear motion specs that speed up implementation and reduce back-and-forth.

Senior Executive (Learning Design and Development)

KPMG Global Services, Gurugram

2019 – 2021

- Designed end-to-end animated learning experiences for enterprise training — translating complex concepts into storyboards, style frames, and animatics, and collaborating with instructional designers and SMEs to align motion pacing with learning objectives.

Assistant Manager (Digital Marketing)

Yatra.com, Gurugram

2018- 2019

- Produced motion graphics, marketing videos, and campaign creative to strengthen digital brand engagement across web and paid social.
- Designed visual assets for websites, email campaigns, social media, and print, maintaining brand consistency across all customer touchpoints.

EDUCATION

Bachelor of Design (Animation Design)

Banasthali Institute of Design, Jaipur (India)

2010- 2014

Foundations of User Experience (UX) Design

Google

ACHIEVEMENTS

'Rising Star' award & 'Kudos' award

KPMG Global Services

'Safer with Google' campaign - Google

Created high intensity 'Email signature' animation