

David DeMarro

Principal Motion Designer

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Multi-disciplinary motion craft leader with 10+ years of experience, specialized in animation, product design, user experience, systems thinking, scalable motion design systems, and interactive storytelling for world-class brands.

PROFESSIONAL EXPERIENCE

Google Fiber | Lead Motion Designer 2025 – Present

- Vibe-coded a Tech Performance Hub responsive web app that streamlined reporting and boosted engagement.
- Led UX design for a gamified educational platform, increasing enrollments and learning module completion.
- Crafted interactive animations, enhancing instructional videos and premium digital content.

Intuit | Principal Motion Designer 2019 – 2025

- Defined a scalable TurboTax motion system, establishing motion principles, tokens, easing, timing, adjustable properties; established a motion design language that is uniquely recognizable and ownable across product, brand, and marketing, that provides clarity, coherence, and delight for internal teams and customers.
- Directed design technologists, designers (motion, product, UX, visual), and engineers on product strategy, to develop accessible, reduced-motion experiences, advocating for A11Y best practices, and inclusive motion considerations; reduced screen abandonment by ~18% through A/B testing.
- Championed Lottie and Rive motion platform adoption, driving \$10M in revenue and 53% performance gains.
- Architected the Intuit Assist AI tax platform motion framework, simplifying complex workflows to establish trust, provide visual guidance, and improve usability for a best-in-class user experience.
- Mentored designers and contractors through the iteration of storyboards, animatics, composition, concept development, color theory, storytelling, character animation, and animated interactive prototypes.
- Partnered with cross-functional product and engineering teams to build a custom motion design library with interactive animations and prototypes that made it easier to explore and ship exceptional motion at scale.

Guild Mortgage | Lead Product Designer 2018 – 2019

- Launched a digital lending platform by leading UX and motion strategy across Agile teams; defined product motion requirements, refined comprehensive user stories, guided UX strategy, and instilled design thinking across product and development teams.

Creative Consultant | Motion Lead 2016 – 2018

- **Pacific Life:** Directed motion strategy, driving a 36% lift in customer engagement, and user adoption by 12%.
- **Illumina:** Directed omni-channel motion strategy and product showcases for genetic sequencer launches, mentoring cross-functional teams to integrate UX methodologies and streamline production.
- **Audacity:** Produced high-fidelity motion graphics and broadcast media, collaborating with creative leadership to deliver cross-platform brand experiences.

Dell | Senior Motion Designer

2014 – 2016

- Designed interactive iOS motion experiences and directed marketing videos, improving sales enablement by 82%.
- Strategized, directed, and produced integrated marketing campaign videos to generate awareness of iOS CRM tools for sales teams.

Sony | Senior Motion + Visual Designer

2011 – 2014

- Designed an interactive NYC storefront app that utilized high-fidelity visuals and motion to engage customers as they walked down Madison Avenue; delivered a measurable 15% boost in sell-through.
- Directed and mentored visual designers on creative projects from concept to completion, saving the brand experience team ~\$250K by managing projects in-house.

Additional consultant experience: Qualcomm, Best Buy, Walmart, Target, Ford, Estée Lauder, MLB, Landor, Lippincott, Callaway

SKILLS

Motion Design | Animation | 3D | GenAI | Agentic AI | User Experience (UX) | Interaction Design | Video Editing
Compositing | Design Thinking | Design Systems | User-Centered Design (UCD) | Agile/Scrum | Atomic Design
Lean UX | Gamification | Human-Computer Interaction (HCI) | Information Architecture | Critical Analysis

TOOLS

Motion / Animation: After Effects | Premiere Pro | Rive | Lottie | Adobe Creative Cloud | Figma

3D: Cinema 4D | Blender | Redshift | Spline | Vectary

GenAI / Agentic AI: Figma Weave | ComfyUI | Perplexity | Claude | Google AI Studio | Gemini | Midjourney
NotebookLM | Synthesia | Topaz Studio | WellSaid | Adobe Firefly

Development: Android | iOS | VS Code | HTML5 | CSS | JavaScript | React | Jira | Confluence

DesignOps: Monday | Slack | Smartsheet | Trello | Wrike

AWARDS

2024 Intuit Patent | Apple Vision Pro: Tax App

2022 Intuit Patent | Metaverse: Human to Avatar

2021 Webby | Mint: Best Visual Design

2020 Intuit A11Y | Accessibility Design Champion

2016 Dell Excellence | Leadership, Animation + Creative Team Support

EDUCATION

MFA, 3D Animation + Motion Design | Pratt Institute

BA, Creative Writing + English Literature | Monmouth University

ICGB, GLSS Green Belt | GoLeanSixSigma.com