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MY PORTFOLIO



# Matteo Iafrate

## Motion Designer



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Languages: Italian - Native | English - Upper Intermediate (B2) | French - Elementary (A1)

## Professional summary

Motion and product designer with 3+ years of motion experience across national broadcast and digital products. At Rai - Radiotelevisione Italiana, designing interfaces and micro-interactions for RaiPlay's rebranding, serving 13M+ monthly unique users across web, mobile, smart TV and connected devices, and co-designing a new design system from scratch. Prototypes motion and AI-driven interactions in code with Claude Code, and builds generative workflows with ComfyUI and local LLMs. EU citizen.

## Skills

**Motion design:** After Effects, Lottie / Bodymovin, Figma prototyping and motion, Blender, Premiere Pro, Illustrator, Photoshop; micro-interactions, transitions, choreography

**Prototyping and code:** Claude Code, HTML, CSS, p5.js (creative coding in JavaScript), Processing.

**Design systems:** Components, patterns, documentation, accessibility (WCAG), cross-platform web, mobile and TV

**AI:** ComfyUI (local Stable Diffusion workflows), Ollama with local LLMs (Qwen), Claude Code, Midjourney, Adobe Firefly, Runway

## Professional experience

### UX/UI Designer — Rai - Radiotelevisione Italiana S.p.A.

Rome, Italy (hybrid) | 12/2024 - Present

- Design interfaces and micro-animations for RaiPlay's rebranding across web, mobile, smart TV and connected devices, serving over 13 million monthly unique users.
- Co-designing Rai's new design system from scratch, defining components, patterns and documentation for adoption across the digital product ecosystem.
- Designed multiple Rainews section homepages and a persistent auto-play module surfacing the editorial top story, increasing video plays across the section.

### Graphic and Motion Designer — Rai - Radiotelevisione Italiana S.p.A.

Rome, Italy | 04/2023 - 12/2024

- Created motion graphics and animated assets for national news broadcasts, breaking news and live events under daily deadlines, applying and extending Rai brand guidelines across broadcast and digital.

### Art Director Intern — Marimo

Italy | 02/2023 - 04/2023

- Developed creative campaigns for product and packaging from concept to execution, in cross-functional teams with copywriters, strategists and clients.

### Graphic Designer (Freelance) — Studio Grafico MC

Isola del Liri, Italy | 07/2018 - 03/2023

- Delivered multi-channel campaigns for clients ranging from small local businesses to corporate accounts, from brief to final artwork, across multiple marketing and communication agencies.

## Selected freelance projects

### dot - interactive AI podcast Independent project

- UX, UI and interaction design for an AI-driven interactive podcast concept.

### eppoi - storytelling app Independent project

- Led research, UX, UI, illustration and brand for a concept app turning a parent's day into a bedtime story.

### matteoiafrate.design personal portfolio

- Designed and built in code with Claude Code, including custom interactions and animation.

## Education

### MA in Systemic Design for Communication — ISIA Roma

Rome, Italy | 10/2021 - 03/2024 | 110/110 with honours. Coursework: UI/UX, Motion Design

### BA in Graphic Design — Accademia di Belle Arti di Frosinone

Frosinone, Italy | 10/2018 - 09/2021 | 110/110 with honours