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About me

Motion & Digital Designer with over 4 years of experience, working at the intersection of motion, visual, and digital design. Currently a student at the HSE Art and Design School in Saint Petersburg.

Experienced in branding, visual identity, motion graphics, and 3D design. I have contributed to a wide range of projects from small business branding to large-scale digital products — creating cohesive and expressive visual solutions.

Experience

Freelance:

Developed full visual identities and motion materials for local businesses and online projects, including logos, social media animations, and presentations, boosting audience engagement and brand recognition.

Mobile Apps:

Created motion graphics and UI animations, enhancing user emotional engagement and making complex content more accessible and intuitive.

Design Studio Internships:

Motion Designer

oddworks.studio (Lisbon, Portugal | 1 year)

- Worked on a wide range of design projects within a studio environment
- Primary focus on motion design, including animation, motion graphics, and dynamic visual content
- The majority of projects were related to local cultural institutions and public initiatives
- Contributed to visual concept development and digital assets across different stages of the projects
- Signed a Non-Disclosure Agreement (NDA); therefore, most projects cannot be publicly disclosed

MAROG—Branding & Marketing Communications

(Yerevan, Armenia)

- Participated in branding, visual identity, and motion design projects within a multidisciplinary design team
- Worked on concept development, visual systems, and digital design assets for commercial and cultural clients
- Collaborated with designers and art directors, following studio workflows and client briefs
- Gained hands-on experience in real-world design production from concept to implementation
- Signed a Non-Disclosure Agreement (NDA); therefore, projects created during the internship cannot be publicly disclosed

Student Projects & Cases:

Developed comprehensive branding, animation, and 3D design solutions using an empathy-driven approach, exploring the connection between visual style and emotional impact.

Software & tools

//Adobe After Effects (motion graphics, animation)
//Adobe Photoshop (image editing, compositing)
//Adobe Illustrator (vector graphics, logo design)
//Adobe InDesign (layout, editorial design)
//Figma (UI/UX, prototyping)
//Blender (3D modeling, animation)
//Cinema 4D (3D motion, visual design)
//Web Design tools (responsive layouts, digital interfaces)
//App Design tools (mobile UI, interaction design)
//Product Design tools (digital products, design systems)
//Branding & Visual Identity tools (brand systems, key visuals)
//Book & Editorial Design tools (print layouts, typography)

Education

HSE University, Art and Design School (Saint Petersburg)
Bachelor's Degree in Communication Design,
(2022 – 2026)

HSE University, Art and Design School (Saint Petersburg)
Master's Degree in Art Direction of Cultural Institutions,
(2026 – Present)

Focused on the full cycle of design project development — from concept to implementation. The curriculum includes courses in branding, visual identity, motion design, UI/UX, and 3D graphics. Proficient in key design tools such as Adobe After Effects, Illustrator, Photoshop, InDesign, as well as Figma and other modern creative software. Each academic module concludes with a practical project aimed at creating cohesive visual solutions.

Languages

Russian: C2 (native)
English: B2 (upper intermediate)
Armenian: B2 (upper intermediate)