

Rustam Syraev

DISPLAY AD DESIGNER, MOTION DESIGNER

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PORTFOLIO

animakers.ru/en

LANGUAGES

German
A1 Beginner

English
C1 Advanced

Russian
Native

KEY SKILLS

Creating tailored animations and optimizing graphics and animations to meet strict technical requirements.

Google Web Designer, Adobe After Effects, Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Figma.

EXPERIENCE

Display ad designer, Motion designer

Freelancing – Karlsruhe, Germany

March 2019
– Present
(7 years 3 months)

Designing, animating, resizing and optimizing animated HTML5 banner ads and motion graphics. My greatest achievement is the extensive portfolio I built while working as a freelancer, as well as the many satisfied clients I have.

I've been fortunate to work on ads for renowned brands such as: Aveeno, Benadryl, Colgate, Imodium, Invu, ISA, Ivory, Kettler, Johnson's Baby, LEGO, Listerine, L'Oreal, Maybelline, Meta, Muntagnard, MyRepublic, Neutrogena, Nutrilon, Rademacher, Raecks, RxGo, Safeguard, Sanex, Secret, Severin, Thurcom, Tylenol, Waterpik, WinZip, Zyrtec, and many more.

I have also enjoyed helping with design and animation work for startups such as: RZC Holding BV (print production and motion design for board games). Pumper.money (creating video explainers and in-app animations for a memecoin trading app).

Graphic designer

chelny-biz.ru – Naberezhnye Chelny, Russia

*January 2016
– February 2019
(3 years 2 months)*

At the Chelny-biz news portal, I served as the HTML5 banner designer and website administrator, as well as the designer of all special projects (such as longreads with custom layouts). I also handled all internal company design, including video production. During my tenure at the portal, the quality and complexity of advertising banners increased, and the design culture was elevated.

My greatest achievement was successfully meeting very high client expectations and fitting them within the technical constraints of the format.

Layout designer

Poleznaya Gazeta – Naberezhnye Chelny, Russia

*January 2013
– December 2015
(3 years)*

I started at Poleznaya Gazeta as a banner designer. After some time, I was promoted, and my primary responsibilities became layout and internal design, but I continued to occasionally assist the second designer with banner ads, and in my final year, I took over the responsibilities of both designers.

My greatest achievement was proposing and implementing a front-page redesign. In this position, I gained extensive experience in print design and began my journey into creating animated banners.

EDUCATION

Internet marketing

*November
2020*

Moscow Open Institute,
Advanced training

Journalism

*September 2011
– June 2015*

Kazan State University,
Bachelor's degree

ABOUT ME

I'm friendly, calm, and deliberate. I love people, and I think I'm a good listener. I enjoy working on ads, cycling, and cats. I'm interested in technology and video games, but I also greatly appreciate nature and simplicity.