

Mariia Kustavinova

Motion Designer | AI Motion Design | 2D Animation & Digital Advertising

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Summary

Motion Designer with 4 years of experience in digital advertising and 2D animation. Experienced in creating content for web, mobile, and social media. Strong skills in performance ads, motion graphics, video editing, typography, MOGRT templates, and AI generative tools. Background in design and art with a good understanding of composition, color, and visual communication.

Experience

Motion Designer | Katana Ads

Aug 2025 – Present | Madrid, Spain

- Create static and animated ads for performance marketing campaigns.
- Produce motion content for web, mobile, and social media in different formats.
- Handle the full creative process, from visual idea and animation to editing, sound, effects, and final export.
- Create motion graphics, gameplay ads, product showcases, logo animations, and other promotional content.
- Use AI tools to create and edit visual assets, test ideas, and speed up production (Kling, Seedance).
- Wide use of AI speech generation, lip sync (ElevenLabs, MiniMax).
- Adapt creatives for different platforms, audiences, and campaign needs.
- Create advertising content for clients in the online entertainment industry.

Motion Designer | Syndicate Group

Dec 2024 – Aug 2025 | Yerevan, Armenia

- Created animated and static advertising content for digital campaigns.
- Worked with motion graphics, video editing, typography, and visual effects.
- Created advertising videos from the first visual idea to final export.
- Used AI tools for visual generation, editing, and creative experiments.
- Adapted creatives for different formats, platforms, and audiences.
- Prepared different versions of creatives for testing and marketing needs.
- Worked on several creatives at the same time and met short deadlines.

Motion Designer | FX Monster

Apr 2023 – Dec 2024 | Yerevan, Armenia

- Created motion graphics content and templates for stock platforms.
- Developed editable animation projects and prepared them for end users.
- Created MOGRT templates for Adobe Premiere Pro and set up controls for easy customization.
- Created logo animations and other motion graphics assets.
- Worked with keying, motion tracking, and video compositing.
- Created and edited UGC-style video content.
- Prepared clean and well-organized project files for stock requirements.

Freelance Motion Designer | Self-employed

Oct 2022 – Apr 2023 | Yerevan, Armenia

- Created motion design and animation for advertising, social media, and digital projects.
- Worked with 2D and character animation, typography, logo animation, and visual effects.
- Created projects from the first idea to final animation and adapted content to different visual styles.
- Created Lottie animations and social media content for different project needs.

Designer | TechnoKuhni

Nov 2016 – Apr 2022 | Irkutsk, Russia

- Designed furniture, visual concepts and datasheets for factories.

Technical Skills

Core: Motion Design, 2D Animation, Motion Graphics, Character Animation, Video Editing, Typography

Advertising & Content: Advertising, Performance Advertising, Digital Advertising, Social Media, User Generated Content (UGC)

Compositing: Keying, Motion Tracking, Video Compositing, Visual Effects

Templates & Animation: MOGRT, Essential Graphics, Template Design, Logo Animation, Lottie Animation

Design: Vector Illustration, Art, Presentation Skills

Tools: Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator

AI: Kling, Seedance, Elevenlabs, MiniMax, Sync. Labs, Topaz, LLMs by Open AI

Education

Bachelor's Degree in Design and Architecture, Irkutsk National Research Technical University (2011–2016)

Languages

English: Elementary Proficiency | Russian: Native | Spanish: Limited Working Proficiency