

ARU SMAIELOVA

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in in/arusma

finalfinal.film

EXPERIENCE

(7 years)

GUD Berlin Sr. Motion Designer

- Concepting, editing and production for BVG
- Launched "Nice to meet you" & "Train Games" campaigns for Deutsche Bahn
- Motion design for Rock am Ring music festival
- Launched campaigns for DB Meine Karriere & Mein Einkaufsbahnhof
- Lead creative on BarmeniaGothaer

Social Chain Motion Designer

- Motion Designer for ImmoScout24 campaigns
- Animated and designed assets for Stoli Vodka
- Created brand visuals and reels for "Stoli Liberate Your Spirit" & "Chamoy" campaigns
- Designed visual assets for alcohol brands Tulchan Gin & The Hidden Sea

TLGG Jr. Motion Designer

- Motion Designer for Amazon Prime Video
- Animated an isometric illustration for Siemens SiGREEN
- Concepting for "LOL: LastOneLaughing", "OneMicStand" and "Harry Potter" campaigns
- Animated promo materials for Gamescom events

Encore Magazine & Core Artist Mngmt Art Director

- Developed creative concepts and mood boards for internal productions
- Assisted in production of both commercial and editorial photoshoots

Breakem Films Production & Creative Assistant

- Animated and designed assets for a sports documentary "One man and his shoes" (BFI LondonFilm Fest. & SXSW 2020 Film Fest.)
- Various creative tasks for the production of "Silent Night", poster design

Ogilvy & Mather NY, 360i Dentsu NY, Vice Media

IKEA | Absolut | BMW Mini | 7-Eleven | HBO

EDUCATION

Miami Ad School Europe
Diploma in Art Direction

LANGUAGES

German B2 | English C2 | Russian C2

AWARDS

ADC Gold & Bronze
Summet Int. x2 Gold
Adobe Design Awards Semi-Finalist
The One Show Merit &
Published in Lürzer's Archive "200 Best Illustrators 2018/19"