

# Aru Smaielova

Senior Motion Designer

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## EXPERIENCE

### **GUD.berlin / Senior Motion Designer / 2023–2026**

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 & Olympia (Grün Berlin)  
Launched campaigns for DB Meine Karriere & Mein Einkaufsbahnhof  
Lead creative on BarmeniaGothaer, Amazon, Smint

### **Social Chain / Motion Designer / 2022–2023**

Led cross-media 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 / Junior Motion Designer / 2021–2022**

Animated an isometric illustration for Siemens SiGREEN  
Concepting for Amazon's "LOL: Last One Laughing", "One Mic Stand" and "Harry Potter" campaigns  
Animated promo materials for Gamescom events

### **Encore Magazine & Core Artist Mngmt / Art Director / 2019–2021**

Developed creative concepts and mood boards for internal productions  
Assisted in production of both commercial and editorial photoshoots  
Curated an online magazine and assisted with web design

### **BreakEm Films / Production & Creative Assistant, Freelance / 2019**

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

### **Ogilvy & Mather, New York / 360i, New York / Vice Media, Berlin / 2018**

Motion Design & Art Direction Internships

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## EDUCATION

### **Miami Ad School Europe**

Diploma in Art Direction / 2017–2019

## AWARDS

**ADC:** Gold & Bronze

**London International Awards:** Silver

**Summit Awards:** 2x Gold

**The One Show:** Merit

**Adobe Design Awards:** Semi-Finalist

**Lürzer's Archive:** "200 Best Illustrators 2018/19"