

Semen Tsyvilov

Motion Designer | AI Creative Designer

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PROFILE

Motion Designer with 9+ years of experience in graphic design, 2D/3D animation and video advertising, including ~3 years in performance marketing for mobile apps. Produced ~80 ad creatives per month for Meta campaigns in the Utilities and Health & Fitness verticals. Combines advanced After Effects skills with generative AI (Nano Banana, Kling, Veo, ElevenLabs) to deliver UGC-style video ads at scale, and builds workflow automation tools — including an After Effects plugin used by most motion designers in the company. Owns the full creative cycle: competitor research, idea and references, storyboarding, animation, editing, sound and delivery.

CORE SKILLS

Motion & Video	Motion Design · 2D Animation · 3D Animation · Video Editing · VFX · Color Correction · Sound Design
Creative Process	Competitor Research · Concept & Storyboarding · A/B Creative Testing
3D	3D Modeling · Texturing · Rigging · 3D Simulations · Product Visualization
Design & Photo	Graphic Design · Packaging Design · Product Photography · Prepress
AI	Generative AI · AI Video Generation · AI Voice-over · Prompt Engineering

AI TOOLS & WORKFLOWS

Image generation	Nano Banana — multi-pass generation of realistic visuals for UGC-style ads
Image-to-video	Kling, Veo, Seedance — animating generated stills into ad-ready footage
Voice & audio	ElevenLabs — AI voice-over for video ads
LLMs	ChatGPT, Claude — ideation, ad scripts, prompts, scripts and plugins for After Effects

EXPERIENCE

Motion Designer · Kiss my Apps — May 2024 – Oct 2026

Mobile apps · Performance marketing · Utilities, Health & Fitness

- Produced ~80 performance video creatives per month for Meta ad campaigns, from concept to final render.
- Built my own AI-assisted production pipeline (Nano Banana → Kling / Veo animation → ElevenLabs voice-over) focused on an authentic UGC look, increasing my monthly creative output by 25–30%.
- Developed an After Effects plugin that automates variations, composition renaming, project cleanup and Collect Files, saving up to 10 minutes of routine work per video pack (up to 10 hours per month); it was adopted by most motion designers across the company.
- Built shared asset libraries and ran team sessions on using them, speeding up production across the team.
- Mentored newly hired motion designers through onboarding and production workflows.

Motion Designer · Next Level Apps — May 2023 – Aug 2023

Mobile apps · Performance marketing · Utilities

- Created 2D animated video ads for utility mobile apps — first hands-on experience in performance marketing.
- Adapted motion design skills to performance ad formats and fast iteration cycles, laying the foundation for later high-volume creative production.

Motion Designer / Graphic Designer · Altsest — Oct 2019 – Apr 2022

Manufacturer of sports goods, tools and gardening products · E-commerce (Amazon)

- Pioneered 3D at the company: replaced product photography with 3D renders and live-action promo videos with 3D animation, which significantly increased sales.
- Produced product and promotional videos for Amazon listings and the company website — shooting, editing, 2D motion design and 3D animation.
- Designed product packaging; shot and retouched product photos for Amazon and the company website.

Graphic Designer · Express Print — Feb 2016 – Apr 2019

Printing house

- Graphic design and visualization for print products; photo shooting and retouching; prepress preparation of files for production.

SOFTWARE & LANGUAGES

Adobe	After Effects · Premiere Pro · Photoshop · Illustrator · InDesign · Lightroom · Substance Painter
3D & Design	Blender · Houdini · Cascadeur · Figma
Languages	Ukrainian — Native · English — Upper-Intermediate (B2)