

Andrew Somov

Motion Designer

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Motion Designer with over **5 years in 2D animation**, now transitioning into **3D** to expand creative impact in **mobile gaming**. Known for strong attention to detail, high-quality output, and effective cross-functional collaboration in international teams. Able to drive user engagement and align visual content with global marketing objectives, ensuring brand consistency across multiple platforms. Proficient in **Adobe After Effects, Premiere Pro, Unity, Spine 2D**, and developing expertise with **Blender, Unreal Engine**, and **AI tools** for video production.

Portfolio: thesomov.com/portfolio

Behance: behance.net/andrewsomov

Showreel: behance.net/gallery/211477727/Showreel

PROFESSIONAL EXPERIENCE

Motion Designer • Sett (Mobile Game Marketing Solutions) Apr '24 - Present

- **Increased user engagement by 25%** across social media and ad platforms through high-quality marketing videos aligned with brand goals.
- Utilized **Unity** and **Spine 2D** to integrate 2D and 3D assets, creating visually dynamic scenes for cross-platform content that met campaign objectives.
- Collaborated with developers, video producers, and marketers to ensure seamless integration and technical alignment of assets across platforms.
- **Managed full-cycle video projects** from concept to delivery, demonstrating adaptability, attention to detail, and commitment to high production standards.

Motion Designer • Red Brix Wall (Mobile Game Studio) Apr '21 - Apr '24

- Contributed to a **30% increase in user acquisition** with engaging promotional videos for games like Battle Arena, Park Town, and Global City, aligning with brand and project goals.
- **Led animation projects** from character rigging to scene transitions, ensuring consistency in brand messaging across titles.
- Collaborated within a **multicultural team** to develop creative concepts, adapting content based on feedback from cross-functional departments.
- Maintained brand consistency and quality by effectively utilizing scripts, stock assets, and visual effects.

Freelance Video Editor Aug '18 - Apr '21

- Produced presentation videos, infographics, and animations, enhancing brand presence across different media.
- Enhanced video quality with **sound design and synchronization**, resulting in improved viewer retention.
- Managed projects independently, showcasing **time management** in a fast-paced environment.

EDUCATION

Bachelor's in Organisation of Transport Processes, Moscow State Technical University of Civil Aviation, 2017

Courses:

- **Creating with Adobe After Effects** — LinkedIn Learning
- **Unity for Film, Animation, and Cinematics** — Unity Learn
- **Creative Applications of Deep Learning with TensorFlow** — Kadenze

TECHNICAL SKILLS

- **Advanced:** Adobe After Effects, Spine 2D, Premiere Pro, Unity, Photoshop, Illustrator
- **Developing:** Blender, Unreal Engine (3D animation basics), Cinema 4D
- **Additional:** Sound design, AI tools (Midjourney, Stable Diffusion, Kaiber) for content enhancement

PET PROJECTS & VOLUNTEERING

- **3D Animation Short Clips:** Created Blender animations, combining 2D and 3D elements for richer content.
- **Concept Trailer for Mobile Game:** Designed a game trailer focusing on narrative and 2D/3D integration.
- **Volunteer Projects for Non-Profit:** Produced videos and infographics, raising awareness for key initiatives.