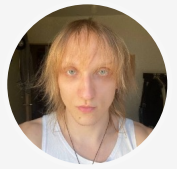


Uladzislau Lemesh



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With over 6 years of experience, I've worked with startups and large companies, led a team, and hands-on created motion solutions that actually work. My experience covers the full cycle of advertising creative production (from analysis to execution), data optimization, and team management. My goal is to help teams and projects solve complex problems through design, animation, and a healthy dose of pragmatism.

Employment

May 2025 - Present

■ Senior Motion Designer

BeautyUp (EXITEK LTD), Warsaw

- **Full-cycle ad creatives for Facebook, TikTok, and AppLovin:** from 7 to 60 sec;
- **Constant work with AI:** Image generation (models), video generation – lip syncs, talking videos, hooks, long scripted videos, and more;
- **Brainstorming:** Improving both workflow and the creatives themselves;
- **Trend research:** Continuous monitoring of trends across social platforms and pro resources (Meta Ad Library, Adheart, etc.)
- **Constant work with UGC creators:** From social platforms and marketplaces like Fiverr.

Key results:

- Came up with a new creative approach: Made a fast and clear way for the team to show model edits;
- Created test tasks for other motion designers on the team;
- Designed automation for resizes and localizations (multiple languages);
- Built templates for easy reuse – just insert the models;
- Created a task template: Everyone can easily write and receive tasks in the same format.

Mar 2023 - Mar 2025

■ Lead Motion Designer

Nufa app (Mimesis, Inc), San Francisco Bay Area

- **Production of advertising creatives:** Full-cycle development of ad creatives for Facebook, Instagram, TikTok, and YouTube (from 7 to 60 sec): competitor analysis, idea generation, writing technical briefs, sourcing and creating assets (graphics and UGC), animation and video editing, adaptation for different formats and platforms, post-campaign optimization;
- **Full-cycle UGC creative production:** Finding and communicating with content creators (Fiverr, Upwork, TikTok), preparing briefs, reviewing and finalizing creatives, final assembly;
- **Creative performance analysis:** Metrics: CPI, CTR, CPC;
- **Improving creative performance metrics:** Testing diverse creative models, integrating UGC, changing CTAs, adjusting color palettes and typography;
- **Trend research:** Identifying and analyzing popular formats and viral trends;
- **Team leadership:** Leading a team of 4 motion designers and 1 graphic designer;
- **Collaboration with CMO:** Developing brand growth plans, creating

creative campaigns, budgeting for motion designers, illustrators, and UGC content;

- **Cross-functional coordination:** Working with UA managers, UX/UI designers, graphic designers, art director, and creative producer;
- **Production planning:** Detailing creative production plans, writing technical briefs, managing deadlines;
- **Hiring:** Recruiting motion and graphic designers (conducted around 80 technical interviews);
- **Team development:** Holding 1 to 1 meetings with team members, mentoring motion design specialists;
- **Test assignments:** Creating test tasks for graphic and motion designers;
- **In-app animation:** Animating onboarding, paywalls, loading screens, filters, and UI elements.

Key results:

- Built a motion design team of 5 people;
- Increased weekly ad creative output from 12 to 60 (new ideas / reworks) for Facebook, Instagram, TikTok, YouTube;
- Created and tested over 350 ad creative concepts;
- Conceived and launched the body morphing trend → result: Top-5 App Store in Asia (#Nufa);
- Collaborated with over 100 UGC models, producing around 20 concepts.

Mar 2024 - Nov 2024

Art Director

Tattoo App (Urbo Labs, Inc.), Delaware

- **Production of advertising creatives:** Creating ad creatives for Facebook, Instagram, and TikTok: competitor analysis, idea generation, sourcing and producing assets (graphics, UGC, animation), adapting for different platforms, optimizing based on metrics;
- **Collaboration with over 250 tattoo artists:** Developing custom creatives for each artist;
- **Preparing individual creatives for each tattoo artist:** 2 video creatives / content list per artist for burst campaign launch;
- **Video presentations for crowdfunding platforms:** Production and creation.
- **Unique and viral advertising concepts:** Development;
- **Design direction and animation:** Creating in-app animations: onboarding, paywalls, loading screens, filter animation, and interactive UI elements;
- **Color palettes and typography.**

Key results:

- The app reached Top-3 in the App Store in the CIS region;
- Featured on KTLA 5 (Los Angeles news) and various media outlets;
- Collaboration with 250+ tattoo artists worldwide;
- Average App Store rating: 4.8.

Feb 2021 - Apr 2023

Middle Motion Designer

Embria Projects Limited, Appodeal, Datamilk, Warsaw

- **Production of advertising creatives:** Full-cycle creation of ad

May 2019 - Jan 2020

Skills

- creatives in various formats for mobile projects (Facebook, Instagram, TikTok, YouTube), 10 new creatives per week. Categories: Dating, Fitness & Health, Lifestyle, Photo Editors, Casual Games;
- **Collaboration with** art director, creative director, and graphic designers;
- **Animation development:** UI and logo animation, broadcast animation creation, splash screens.

Junior Motion Designer

loonshots, Minsk

- **Development of ad creatives** for social networks and marketing platforms (Facebook, TikTok, Instagram, Snapchat): From 15 to 30 creatives per week (new ideas / reworks);
- **Adaptation of creatives to various formats:** 9x16, 16x9, 4x5, 1x1;
- **Work with** professional camera equipment and chroma key (green screen).

After Effects

Illustrator

Figma

Cinema 4D

DaVinci Resolve

bodymovin

Joysticks 'n Sliders

Slack

Notion

A1111

Hailuo AI

Flux

Editing

Tracking

Rotoscoping

Kling

A/B tests

Interviewing

Creative Producer

Premiere Pro

Photoshop

Blender

Spine 2D

Lottie

Duik

Jira

Excel

Miro

RunwayML

Midjourney

Neiro AI

Color correction

Keying

Nano Banana

11labs

Test tasks creation

Motion design team leadership

