Davit Mkhitaryan

motion designer

Contact

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About me

I am an ambitious motion designer, storyteller and creative rethinker with over 7 years of expertise in advertising and branding fields. I am dedicated to delivering visually stunning animations, fresh perspectives and robust ideas, while enhancing myself along the way.

Skills

Storyboarding & moodboarding
2D & 3D motion graphics
3D lighting & rendering
Typography in motion
Cinematic video editing
Sound design & SFX
AI video generation

Abilities

Tracking media trends
Strategic concept creation
Project vision & ownership
File & asset organization
Adapting to tight deadlines
Managing heavy workloads
Workflow optimization

Software

Adobe Creative Cloud apps:
After Effects, Premiere Pro,
Illustrator, Photoshop etc.
Maxon One apps:
Cinema 4D, Redshift etc.
AI video generator tools:
Veo 3, Kling, Higgsfield etc.

Experience

Publicis Armenia — **Aug 2017 - Jul 2019 & Nov 2023 - Oct 2025**
Advertising Agency

- Collaborated with the creative team to produce animated content
- Created campaign teasers, product launches, TVCs and digital ads
- Produced advertising case study films, “how to” videos, and more
- Localized global TVCs, digital ads, and outdoor campaigns.
- Adhered to strict guidelines for clients like Samsung and PepsiCo
- Delivered animated social media content for VISA and top brands
- Converted motion projects into templates for EMEA region usage

Maeutica — **Nov 2019 - Dec 2021**
Branding Agency

- Produced cinematic clips to showcase brand identity and look & feel
- Created the branding / rebranding story video and usage templates
- Designed custom animated references for concept presentations
- Worked with art directors to shape brand’s video and motion identity

Freelance Experience — **Aug 2017 - Present**

- Providing motion design services for FMCG, fintech, events and more
- Working both directly with the clients and creative agencies
- Managing full project workflows from concept to final delivery
- Partnering with artists when extra skills are needed

Education

American University of Armenia — **Sep 2016 - May 2018**
English & Communications

- Studied English and Communications with cultural analysis focus
- Covered American literature, history, writing, and storytelling
- Completed creative coursework in filmmaking and acting

TUMO — **Jan 2012 - Oct 2016**
Centre for Creative Technologies

- Studied end-to-end filmmaking from concept to production
- Covered scriptwriting, shooting, and post-editing processes
- Learned digital design fundamentals and graphic design
- Acquired skills in motion graphics and 3D modeling techniques
- Completed SCAD’s “Brand in Motion” course as partner alumni