

Rustam Syraev

Display Ad Designer & Motion Designer

Karlsruhe, Germany | German Work Permit

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SUMMARY

HTML5 Banner Designer with 10+ years of experience delivering high-performing digital advertising campaigns. Specialized in motion graphics, asset optimization, and technical production for global brands. Proven track record of balancing creative direction with strict platform constraints and tight production schedules.

KEY SKILLS & SOFTWARE

Core Competencies: HTML5 Display Advertising, Motion Graphics Design, Web Animation, Digital Asset Optimization, Banner Resizing, Web Design, Editorial Design, Print Production.

Software & Tools: Google Web Designer, Adobe After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Figma, HTML, CSS.

LANGUAGES

English – Advanced (C1) | **German** – Beginner (A1) | **Russian** – Native

EXPERIENCE

Display Ad Designer & Motion Designer

Freelance, remotely from Germany

Mar 2019 – Present

(7 years 5 months)

- Design, animate, resize, and optimize high-conversion HTML5 banner ads and motion graphic assets for global brands and startups.
- Deliver compliant digital campaign materials for high-profile global brands including Meta, Lego, Colgate, L'Oreal, Maybelline, Johnson's Baby, Listerine, Neutrogena, Tylenol, Aveeno and Imodium.
- Collaborate directly with startup teams to produce explainer videos, print collateral, and in-app UI animations.
- Ensure strict file-size constraints and cross-browser technical compliance across all ad network specifications.

Display Ad Designer & Motion Designer

sixa AG | Freelance, remotely from Germany

Dec 2020 – Jun 2026

(5 years 7 months)

- Partnered as core Motion & Display Specialist, producing massive-scale social media and banner campaigns for 30+ brands (including Kettler, Severin, Invu, Thurcom, ISA).
- Crafted several hundreds of high-performing social ads, HTML5/AMPHTML banners, and vector web animations.

Display Ad Designer

Corel Corporation | Freelance, remotely from Serbia

Aug 2021 – Feb 2025

(3 years 7 months)

- Executed 100+ digital ad campaigns across 6 major software brands, scaling creative assets for international markets. Managed high-volume production, efficiently executing multi-format adaptations under tight deadlines.

Display Ad Designer

MyRepublic | Freelance, remotely from Serbia

May 2021 – Mar 2024

(2 years 11 months)

- Elevated campaign impact by transforming static assets into complex, high-end animations. Consistently surpassed quality expectations and mastered scaling intricate visuals to constrained formats.

Graphic Designer & Web Administrator

chelny-biz.ru | On-site, Russia

Jan 2016 – Feb 2019

(3 years 2 months)

- Spearheaded design production for internal promotional campaigns, special digital editorial projects, longreads, and video content.
- Managed client ad integrations, building custom HTML5 banners tailored to strict technical ad-server specs. Standardized internal design workflows, resulting in higher quality execution of banners for advertisers.

Editorial Designer

Poleznaya Gazeta | On-site, Russia

Jan 2013 – Dec 2015

(3 years)

- Conceptualized and executed a full front-page layout redesign that enhanced publication readability and visual appeal. Led print editorial design in close alignment with editors, ensuring flawless prepress quality alongside print and digital ad banner production.

EDUCATION

Journalism

Kazan State University | Bachelor's Degree

Sep 2011 – Jun 2015

COURSES & TRAINING

Internet Marketing

Moscow Open Institute | Advanced Training

Nov 2020