

ELENA KHRUSTALYOVA

ART DIRECTOR & MOTION DESIGNER

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MISSION STATEMENT

Notorious for helping small to large creative shops create award winning work for current clients. Main focus are advertising campaigns from traditional video medium to immersive interactive experiences including outdoor interactive screens, video edits and motion design for websites, Facebook, Instagram, Youtube channels, projections, intro/outro animations, award entries, app walkthroughs, explainer videos, and new tech.

Skills include but not limited to: advertising campaign ideas/concepts, TV commercials, cohesive and integrated cross-platform design, interactive design, motion graphics design, video/image manipulations, natural phenomena effects, image retouching, video editing, and coding (HTML, CSS).

CLIENTS

Burberry, Huawei, O2, Coca-Cola, Farmers, Westpac, Panasonic, Vodafone, JDE, Fonterra, Courvoisier, Chivas, Unilever, Rexona, Sakata, New World, Sunrype, Harmony, Campbell's Soup, Only Good.

COMPANIES

Burberry, FCB, Y&R, Weta Digital, Discovery Channel, Lonely Leap, Brave, Mr. President, Whitecoat, .99, Digipost, Uno Loco, Contagion, Yukfoo, JWT, BCG2, Milk.

SOFTWARE

After Effects (+ Plugins), Premiere, Cinema 4D, Photoshop, Illustrator, RealFlow, Maya, Final Cut, Houdini, WordPress, HTML, CSS.

EXPERIENCE

06/2014 – Present - **Freelance**
Motion Designer & Art Director

12/2013 - 02/2014 - Freelance
DraftFCB, Motion Graphics Designer

06/2013 - 10/2013 - Fulltime
Digipost, Lead Motion Graphics Designer

06/2012 - 04/2013 - Contract
Weta Digital, FX ATD
Software: Maya (Fluids, Particles, RBD, MEL), Houdini, Linux, Nuke, Synapse.
Films: Hobbit, Man of Steel, Iron Man 3

10/2010 - 05/2012 - **Freelance**
Motion Graphics Artist

09/2009 - 10/2010 - Fulltime
.99, Motion Graphics Artist

05/2009 - 09/2009 - Freelance
Yukfoo, FX/Rotoscope Artist

01/2005 - 10/2008 - **Freelance**
Web/Graphic Designer

RECOGNITION

2011 E-on Software Showcase
Picture of The Day

EDUCATION

2009 Media Design School, Auckland, NZ
Diploma in Visual Effects & Motion Graphics

2007 Computer Academy, Zaporozhye, UA
Diploma in Computer Graphics & IT

2007 Zaporozhye State Engineering Academy
(ZSEA), Zaporozhye, UA
Bachelor of Economic Cybernetics