

# Oleh Poplavskyi

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Senior Motion Designer | 2D & 3D Motion | Workflow & Automation

Location: Remote (Worldwide)

Availability: Full-time / Contract

Portfolio: [Showreel + selected works](#)

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LinkedIn: [Oleh Poplavskyi profile](#)

## PROFESSIONAL SUMMARY

Senior Motion Designer with 6+ years of professional experience across video production, motion graphics, and 2D/3D animation. Strong background in brand, product, and performance-driven motion content. Specialized in workflow optimization, automation, and scalable motion systems. Experienced in After Effects–Blender pipelines and AI-enhanced production workflows, delivering high-quality visuals efficiently in fast-paced remote environments.

## CORE COMPETENCIES

### MOTION & DESIGN

- Motion graphics
- Kinetic typography
- UI/UX motion
- Logo animation (2D & 3D)
- Product showcase animation
- Brand & marketing motion
- Performance ads & social motion

### AFTER EFFECTS (SENIOR LEVEL)

- Expressions (basic–mid)
- Rigging
- Template-based production
- Motion graphics packs
- Workflow optimization

### 3D / BLENDER

- Scene setup
- Lighting and camera movement
- Materials and shaders

- Texture setup and material workflows
- Cycles / Eevee rendering
- Simple physics simulations
- Product and logo animation

## WORKFLOW & AUTOMATION

- Pipeline optimization
- Automation of repetitive tasks
- Scalable template systems
- Production efficiency improvements

## AI-ENHANCED MOTION WORKFLOWS

- Hybrid production pipelines (AI → After Effects)
- AI-assisted video generation and enhancement
- AI roto and VFX cleanup
- Video upscaling for production delivery
- AI-based voice and sound asset integration

## PROFESSIONAL EXPERIENCE

### SENIOR MOTION DESIGNER — Brazy (2023 – Present | Remote)

- Create 2D and 3D motion content for brand and product marketing
- Build and optimize motion production pipelines
- Develop reusable After Effects templates for scalable content creation
- Integrate Blender renders into After Effects workflows
- Improve production efficiency through automation and workflow optimization

#### Key Results:

- Reduced production time by 20–30% through optimized AE + AI workflows
- Delivered high-performing assets for global marketing and app promo campaigns

### MOTION DESIGNER / VIDEO EDITOR — AppCake (2020 – 2023 | Remote)

- Produced motion graphics, promo animations, and performance ads for mobile applications
- Designed short-form video creatives for TikTok, Instagram, and YouTube
- Built reusable animation templates to accelerate team production
- Created A/B-tested creatives to improve CTR and conversions

#### Key Results:

- Increased CTR of promo creatives by 25–40%

- Improved delivery speed through optimized After Effects workflows

VIDEO EDITOR / MOTION DESIGNER — InfoVesti News (2019 – 2020 | Remote)

- Edited and produced YouTube news and editorial video content
- Adapted storytelling formats to improve viewer retention and engagement
- Supported content optimization for higher CTR and traffic growth

VIDEOGRAPHER / VIDEO EDITOR — Yamaha Motor Ukraine (2016 – 2019)

- Filmed and edited branded promotional video content
- Produced social and marketing videos for YouTube and Instagram
- Collaborated with marketing teams to increase brand visibility and engagement

## TOOLS & SOFTWARE

Motion & Editing: After Effects, Premiere Pro, CapCut

Design: Photoshop, Figma (basic)

3D: Blender (Cycles, Eevee)

Real-Time: Unreal Engine 5 (scene setup, lighting, basic Blueprint workflows)

Plugins & Utilities: Duik, Motion 3, Flow

AI & Generative Tools: Kling AI, Veo 3, Sora, Hailuo, Wan, Leonardo AI, ElevenLabs

## EDUCATION

Master's Degree in Information Systems and Technologies

National Technical University 'Kharkiv Polytechnic Institute', Ukraine

## LANGUAGES

Ukrainian — Native

Russian — Native

English — Upper-Intermediate (strong reading & writing)