Andrew Ruzov

Senior 3D Motion Designer & CG Artist

Senior 3D & CG Designer with a focus on creating 3D graphics, illustrations, and motion design for the IT and Fintech sectors over the last 2.5 years. I develop 3D illustrations, visual style concepts, and motion graphics. Using Houdini and Cinema 4D, I create procedural assets and automate routine tasks to speed up graphic production.

I have extensive experience collaborating with major companies and brands, including Avito, Yandex, Auto.ru, Kaspersky Lab, Beeline, and Wink.

My portfolio | oaodrondulet@gmail.com | Telegram | Whatsapp | LinkedIn | Instagram

Software

Cinema 4D, Houdini, Redshift

Skills

3D Motion Design, CG, 3D Illustration, Procedural Automation, Style Concepts, Art Direction, Design Systems, Asset Libraries

Experience

3D Design Contractor | Avito — 2024 — 2026, Moscow, RU

Created more than 650 product illustrations from initial metaphor research to final renders.

Cut campaign production time at Avito by 15% by packaging core graphics into pre-configured master scenes.

Increased the production speed of abstract-concept illustrations by introducing a new graphic technique.

Improved graphic consistency by implementing new tools for clothing and fabric modeling.

Built complex scenes and configured lighting setups that became the internal quality standard and benchmark for the design team.

Created a secondary graphic asset library to accelerate illustration assembly for web and app screens.

Enhanced style consistency for app screens displaying damaged equipment states and documented the techniques in guidelines for future assets.

3D & CG Design Contractor — 2024 — 2026, Moscow, RU

I develop 3D illustrations, CG graphics, and 3D motion for Yandex Games, Auto.ru, Kaspersky Lab, Beeline, and Wink. I also focus on custom tools that eliminate manual labor and speed up 3D graphic production.

I built a procedural 3D icon generator that delivers thousands of variations and speeds up 3D production by 4x.

I engineered a procedural Christmas garland generator that automatically wraps all 3D models at once, cutting seasonal graphics launch time by 2-3x.

Design Director | Lyag — 2019 — 2024, Moscow, RU

Oversaw art direction, visual strategy, and end-to-end production of the brand's corporate identity.

Developed a website that increased membership and gift certificate sales by 15%.

Implemented online sales automation, optimizing operations and saving the company 1.5–2 million rubles annually.

Launched a merchandise brand from scratch, serving as executive producer and art director, managing everything from apparel concepts and design to final packaging.

Adapted the local visual language and design system to scale the brand into international markets.

Senior Communication Designer | Skillbox — 2017 — 2019, Moscow, RU

I reduced banner production time by 50% by implementing a master-template asset and creating clear guidelines for the design team.

Acted as a buddy for two interns, helping them grow into Middle-level roles within 1 year.

Maintained the company’s visual communication and created core concepts for course landing pages.

Education

Ro School | Houdini Course (2025)

Bang Bang Education | Year-long Motion Designer Course (2023–2024)

Embacy | Webflow Website Development Mini-Course (2022)

College at Moscow University for the Humanities | Advertising and Public Relations (2011–2015)