

About

As a Senior Marketing Designer and Creative Lead, I oversee advertising production across multiple brands and international markets: master designs, key visuals, resizes and localizations, plus SMM, CRM and performance creative. I lead in-house and outsourced design teams, set quality standards, and review every master before it goes live. What sets my work apart is the production side. I build the infrastructure that makes high-volume creative fast and consistent: Master templates and design systems for every brand Custom Figma plugins and After Effects scripts that automate banners, social and CRM promos AI-assisted workflows for image and video generation Over my career I've delivered creative for 200 + iGaming brands across Europe, North America, LATAM and Asia.

Education

2008–2011

National University of Architecture and Construction of Armenia

Master's degree, Graphic Design

Skills

Creative

Art direction · Advertising & performance creative · Key visuals · Branding & identity · Motion design

Production & Ops

Design systems · Master templates · Multi-market localization · Quality control at scale · Sprint-based workflows

AI & Automation

AI-driven campaign automation · Claude & Claude Code · Figma plugin development · After Effects scripting · AI image & video generation (Higgsfield)

Tools

Figma · Photoshop · Illustrator · After Effects · Bannerflow

Work Experience

BrainRocket

June 2024 – Present

– Lead Designer

Promoted from Senior Marketing Designer

- Led the in-house design team: set creative direction, shaped concepts and stayed hands-on at every stage of production.
- Personally reviewed every master and banner; presented creative to C-level stakeholders and drove approvals and revisions.
- Owned all advertising creative going live in media for 100+ iGaming brands across every channel and platform: PPC, SMM, media buying and display, including all Bannerflow campaigns.
- Built master templates, Figma plugins, After Effects scripts and AI-assisted pipelines to automate high-volume production.

BetConstruct

May 2022 – August 2024

– Graphic Design Team Lead

- Led and grew graphic and motion design teams producing digital ad campaigns for international markets.
- Consolidated fragmented teams into a dedicated Advertising Design department, uniting graphic, motion and landing page design under one key-visual system.
- Stayed hands-on on the most complex briefs; ran hiring, onboarding, feedback and performance reviews.
- Introduced generative AI tools into the team's production workflow.

ArctX

August 2020 – May 2022

– Senior Marketing Designer

- Designed web and mobile app UI/UX for browser, desktop, iOS and Android.
- Created brand identity and print design.

Smartbet

October 2019 – May 2022

– Senior Graphic Designer

- Conceptualized and designed visual assets for digital and print marketing.
- Produced creative for websites, mobile apps, social media, advertising and email campaigns.

Goodwin

December 2017 – October 2019

– Graphic Designer

- Designed visual assets for digital and print platforms.
- Created website graphics, social media visuals, email campaigns, ads, brochures and presentations.

all.me

October 2017 – October 2019

– Graphic Designer

- Designed UI components, icons, buttons and banners for the all.me marketplace platform.
- Kept all digital assets consistent with the platform's branding and design guidelines.

Betcart

September 2013 – October 2017

– Graphic Designer

- Designed website graphics, landing pages and banner ads.
- Produced social media posts, email newsletters and promotional materials.