

Raiymbek Mukhamediyar

Art Director | Graphic and Motion Designer | GenAI Artist

Warsaw, Poland

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[Portfolio website](#)

Professional Summary

Art director and multidisciplinary designer with a decade of professional experience spanning creative production, brand identity, and generative AI-driven design workflows. Combines deep mastery of traditional motion and graphic design — including storyboarding, compositing, typography, and layout design — with cutting-edge AI prompt engineering and image synthesis tools. Proven track record directing visual storytelling for global campaigns, building brand guidelines, and leading cross-functional creative teams. Currently driving creative direction and AI-integrated asset management at NielsenIQ, delivering measurable gains in content output, engagement, and production efficiency.

Experience

Art Director | NielsenIQ

2025 - present | Warsaw, Poland

- Spearheaded integration of optimized generative AI workflows (Figma Weave, Google Veo, Nano Banana, Kling, Seedance, ElevenLabs) into the creative production pipeline, reducing asset turnaround by 40% and increasing monthly content output by 2.5x.
- Developed and maintained comprehensive brand guidelines and creative briefs, directing artistic vision for 50+ high-stakes video and social media campaigns — driving a 35% increase in audience engagement across global channels on LinkedIn and Meta.
- Led storyboarding, animation, and editing for motion graphics projects, overseeing end-to-end creative production from brief to final delivery across cross-functional teams.
- Implemented node-based GenAI platforms (like Figma Weave and Freepik / Magnific Spaces), saving 120+ freelance hours per quarter while elevating final visual fidelity and asset quality.

Senior Motion & Graphic Designer | NielsenIQ

2021 - 2025 | Warsaw, Poland

- Designed and produced motion graphics, animated ads, and visual content for global campaigns with \$500k+ annual budgets — design-led work that directly contributed to a 180% average ROI and a 22% reduction in CPC.
- Standardized design operations and brand guidelines across 4 regional teams using Figma Weave, decreasing brand inconsistency errors by 90% and accelerating approval cycles by 3 days.
- Produced 200+ paid and organic assets annually — incorporating eye-catching social media posts designed in Photoshop and printed assets laid out in Illustrator and InDesign — resulting in 17% year-over-year LinkedIn follower growth and a 30% boost in lead generation from insight videos.

Multidisciplinary Designer | Self-employed

2016 - 2021 | Turkey & Poland

- Delivered end-to-end brand identities, brand guidelines, and motion graphics packages for 10+ international clients using Adobe Illustrator, InDesign, After Effects, Photoshop, and Blender — maintaining a 90% client retention and repeat-business rate.
- Designed visual identity systems and marketing collateral (typography, layout design, print and digital) that helped 2 startup clients secure funding exceeding \$2M combined.
- Accelerated client content deployment by developing reusable 3D (Blender / Cinema 4D) and 2D templates with storyboard-guided workflows, cutting per-project production time by 30%.

Skills

- Design & Production Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Figma, Blender, Cinema 4D
- GenAI & AI Art Tools: Figma Weave, Magnific (Freepik), Seedance, MidJourney, DALL-E (CPT-Image), Stable Diffusion, ComfyUI, Runway, Kling, Pika, Higgsfield, ElevenLabs
- Core Competencies: Art Direction, Creative Direction, Motion Graphics & Animation, Storyboarding, Compositing, Brand Identity & Guidelines, Typography, Layout Design, Visual Storytelling, Creative Brief Development, Asset Management, Creative Production Pipeline, Cross-functional Collaboration, Stakeholder Management, Project Management
- Languages: English (Fluent), Russian (Native), Kazakh (Native), Turkish (Advanced), Polish (Basic)
- Personal Strengths: Creative problem solver, Analytical mindset, Critical thinker, Highly adaptable to emerging tech

Education

Master's Degree | University of Warsaw

2019 - 2021 | Warsaw, Poland

- Specialized in Political Science with courses in Design, Film & Visual Communication; Rector's Scholarship; graduated Cum Laude.
- Erasmus Exchange to Charles University, Prague — focused on graphic design, film production, and media studies.

Bachelor of Arts | Bilkent University

2016 - 2019 | Ankara, Turkey

- Coursework in Graphic Design, Media Studies & Visual Arts; High Honor student.
- Graduation research project — 1st place: 'Dangers of AI in the Workforce of the Future' — demonstrating an early, deep understanding of AI's professional impact.