

ARTEM KEVORKOV

CREATIVE DIRECTOR | ART DIRECTOR | VFX, AI, CGI & IMMERSIVE EXPERIENCES

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PROFESSIONAL SUMMARY

Creative Director and Art Director with 12+ years of experience creating high-impact campaigns and immersive experiences across CGI, VFX, mixed reality, virtual production, and interactive media. Combines concept development, storytelling, client pitching, team leadership, and end-to-end production with a measurable record of 140+ delivered projects and 450M+ organic views. Experienced in improving creative workflows through automation and AI.

PROFESSIONAL EXPERIENCE

Creative Art Director | VERTEX.CGI

Dec 2023 - Jun 2026

Viral marketing campaigns | VFX, CGI and mixed reality

- Delivered 140+ client projects and generated 450M+ organic views across Instagram and TikTok;
- 86% of published work achieved performance scores at least 3x above the relevant account median.
- Developed and pitched creative concepts through research, treatments, decks, style proposals, storyboards, sketches, and mood boards.
- Directed the full production lifecycle from ideation and pre-production through filming and CGI/VFX execution.
- Built and led a three-person creative team, organized department workflows, introduced automation, and led the creative AI copilot initiative.
- Partnered with producers, CG artists, sound teams, and other production disciplines to deliver work efficiently and on schedule.

Creative Art Director | XSOLLA

Jul 2022 - Jul 2023

- Established an in-house creative studio and led art direction for animated video content.
- Developed a procedural asset-modeling system that generated 1B+ assets.
- Advanced R&D for virtual humans and helped build an Unreal Engine 5-based virtual production pipeline.

Interactive Designer | ADEQUACY DEPARTMENT

Jul 2020 - Jul 2022

- Designed museum, theme-park, and online-performance experiences from initial sketches through delivery.
- Created an online presentation for Bandai Namco's Little Hope with 50K+ online viewers and developed installations for a museum exhibit centered on a 1940 Delahaye automobile.

Freelance Art Director & CG Generalist | INDEPENDENT / PROJECT-BASED

Jun 2014 - Dec 2023

- Delivered 50+ commercial, interactive, projection-mapping, and digital-content projects, leading work from concept and research through team selection, production, and final delivery.
- Created a fountain mapping show for the 2022 European Championships in Munich and a 3D Christmas Garden mapping show in Spain.
- Produced event screen content for Payoneer and an AI-based performance for Teleport in Australia; directed TV and web commercials for leading Armenian companies across finance, development, and telecommunications.
- Served as Director of Photography on a short film, overseeing the complete visual storytelling process.

EDUCATION

Bachelor's Degree, Mathematics and Physics | MIPT

2009 - 2013

Moscow Institute of Physics and Technology | Moscow, Russia

CORE EXPERTISE

Creative Direction, Art Direction, Concept Development, Storytelling, Viral Campaigns, Pitch Decks, Client Presentations, Storyboards, Mood Boards, CGI, VFX, Mixed Reality, Interactive and Immersive Experiences, Virtual Production, Motion Capture, Visual Effects Supervision, Directing, DOP, Team Leadership, AI-Driven Production, Workflow Automation, Data-Driven Creative Strategy, R&D

TECHNOLOGY & LANGUAGES

Tools: AI, Adobe Creative Cloud, Blender, Cinema 4D, Unreal Engine, Figma, Miro, TouchDesigner, Nuke, DaVinci Resolve

Languages: English (Fluent), Russian (Native)