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AREG
MKRTUMYAN

AI CREATIVE LEAD

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 areg.cc

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 Remote – working with EU now

PERSONAL INFORMATION

PROFILE

I design and build products end to end. I started out filming and designing for a car detailing shop in Halmstad, spent two years doing much the same in Salzburg, and came back to Armenia to work on brand identities, web platforms and films for hardware and software companies. I learned to shoot, design and animate by hand long before generative tools existed – which is why they work for me now: I know what I am asking them for. Most projects run from first sketch to deployed product to launch film, and take **one to three weeks**.

WORK EXPERIENCE

AI Content Creator

Tribal Hands – Germany

FULL-TIME · REMOTE · GERMANY · AI CONTENT & ADVERTISING

2026 – PRESENT

Produce advertising design, imagery and video, and build AI persona libraries for marketing and social. Delivered 4 commercial films and 20+ website and application animations to date. Contribute to web design and work alongside motion designers on product commercials.

AI Design Trainer

AI Research Lab (under NDA)

FREELANCE · REMOTE · MODEL TRAINING

2025 – PRESENT

Write and optimise complex multimodal prompts for proprietary generative tools producing video, image and web output. Design instruction datasets and evaluate model responses to support training, alignment and behaviour optimisation.

AI Creative Lead

Tech 404 – Hardware & Software Agency, Armenia

FULL-TIME · ON-SITE · YEREVAN · TEAM OF 6-8

2022 – 2026

Led a cross-functional team of 6-8 across design, engineering and content, running the creative studio end to end. Built ai404.site, portfolio404.site, armenia404.site and astrion-systems.com. Produced a 14-part engineering simulation library and a commissioned documentary for the Ministry of High-Tech Industry. Represented the company at four international events, winning four grants.

Creative Producer

AgroLink – B2B Agritech Marketplace

CONTRACT · ARMENIA · PLUG AND PLAY

2025 – 2026

Owned brand identity, built the marketplace website, and produced pitch decks, social content and AI-generated video for a B2B agricultural trading platform. Part of Plug and Play Armenia, 2025-2026.

Designer & SMM Specialist

Salzburger Umzugsservice – Austria

FULL-TIME · ON-SITE · SALZBURG · DESIGN + SEO

2020 – 2022

Created social content, marketing material and digital layouts for a home-moving and logistics company, and ran SEO optimisation of the company website.

SMM Specialist, Content Creator & Designer

Halmstad Bilvärd – Sweden

FULL-TIME · ON-SITE · HALMSTAD · CONTENT + BRAND

2015 – 2020

Managed Instagram, Facebook and Google Business for a car detailing company. Filmed the work process on site for content, redesigned the company logo, and produced banners and campaign materials. Where the video practice began.

6 records – Work Experience – 11 years, 3 countries

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EDUCATION

Bachelor's Degree – Finance Management

2011 – 2015

Armenian National Agrarian University – Yerevan

Completed. Commercial and financial grounding later applied directly to B2B and fintech platform work, including the AgroLink agritech marketplace and the FondsCtrl private-equity tracker.

TUMO Center for Creative Technologies

2011 – 2012

Founding cohort – Yerevan, Armenia

Joined at 16, in TUMO's opening year, studying its four launch disciplines: animation, web development, game design and digital video. Three of the four became my profession. TUMO is a Europa Nostra award winner with campuses now across Europe and the Middle East.

Self-Directed & Continuous

2012 – PRESENT

Design, Engineering & Generative AI

Typography, frontend and full-stack engineering, motion graphics and generative model tooling – validated by 24+ shipped commercial platforms and 50+ films rather than by coursework.

SKILLS

	AI Video Production & Direction		EXPERT
	Prompt Engineering		EXPERT
	AI-Native Dev Workflows		EXPERT
	AI Image & Persona Generation		EXPERT
	Technical & Scientific Visualisation		EXPERT
	Creative Direction		ADVANCED
	Motion Graphics & Compositing		ADVANCED
	Brand Identity Design		ADVANCED
	Full-Stack Web Development		ADVANCED
	UI / UX & Web Design		ADVANCED
	Team Leadership (6-8)		ADVANCED
	SEO & Social Media Marketing		ADVANCED

TOOLS & SOFTWARE

	Claude Code		95		Google Veo		92
	Windsurf		92		Higgsfield		90
	Google Flow		88		ElevenLabs		88
	Figma Weave		85		Photoshop		85
	VS Code		85		Figma		82
	After Effects		80		Suno		80
	Codex / Devin		78		Illustrator		75

LANGUAGES

	Armenian		NATIVE
	Russian		NATIVE
	English		B2+
	Swedish (5 yrs in Sweden)		B1
	German (2 yrs in Austria)		A1

KEY ACHIEVEMENTS

-  **Armenian national delegation – Japan IT Week Spring 2026, Tokyo**
Selected as part of Armenia's official delegation to one of Asia's largest IT exhibitions, showcasing Tech 404 products internationally.
-  **Grant winner – "From Idea to Business", Ministry of High-Tech Industry (2025)**
Won a government-backed grant for our product through Armenia's national innovation programme.
-  **Three grants won – BuissUp Global Forum 2022**
Our Tech 404 team secured three separate grants at a single international forum.
-  **Plug and Play Armenia – AgroLink (2025-2026)**
Spent a year with one of the world's largest startup accelerators, owning brand, platform and pitch content for an agritech marketplace.
-  **DigiTech Expo Armenia 2025**
Presented Tech 404 products at Armenia's principal technology exhibition.