Hamlet Hayrapetyan

Motion Designer · Creative Technologist · 3D Generalist

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PROFILE

Motion designer and animator with **10+ years** in 2D and 3D animation for **live events, LED and projection stages, XR, broadcast and interactive** work, for brands including Disney, NBCUniversal, Blizzard, Xbox, Google and Amazon. I also design and ship **production software**: a client-review platform for LED content, the render farm manager running a 29-machine farm, a resale tool with a native iPhone app, and a 3D puzzle game on web and iOS. I build with AI coding tools and own the product, architecture and testing decisions.

EXPERIENCE

Motion Designer, Animator & Creative Technologist Dec 2024 – Present
Freelance · Pasadena, CA

- Motion graphics, 2D/3D animation and XR content for agencies and direct clients: live events, campaigns, branded media and explainers.
- **Chevron, LA Auto Show:** Cinema 4D and Redshift content for the “Clean Drop” game zone and 3D billboard booth, built to LED specs.
- **Amgen:** kinetic-typography leadership video in After Effects.
- **Bitkong:** turned designers’ Figma files into Rive animations with state machines for in-game UI; similar work in Lottie.

Motion Graphics Designer & Animator Feb 2020 – Nov 2024
Toy Robot Media · Pasadena, CA

- Delivered high-volume content for large-scale corporate events on tight deadlines, across complex broadcast pipelines and multi-screen configurations.
- Created everything from cinematic show openers to code-automated slides.
- Worked with executive and creative teams for **GM, Amazon, NBCUniversal, RSA, Blizzard, Google, TikTok, John Deere, Disney, Xbox and Twitch**.

Motion Graphics Designer (freelance) May 2019 – Present
Mousetrappe Media · Burbank, CA

- 2D and 3D animation for immersive live-to-film productions, including **The Little Mermaid Live** at the Hollywood Bowl and **Not-So-Spooky Spectacular** at Walt Disney World.

Motion Graphics Designer May 2019 – Feb 2020
Logistar · Vernon, CA

- Explainer, corporate and instructional videos; HTML5 banners and GIF animations; multi-channel video editing.

Motion Graphics Designer Jul 2018 – Jan 2019
Promote · Beverly Hills, CA

- HTML5 assets for digital media, After Effects templates for mass distribution, explainer and product demo videos.

Motion Graphics Designer Apr 2017 – May 2018
Equiti Group · Los Angeles, CA

- Explainers, product presentations, GIF animations and HTML5 banners for social campaigns.

3D Generalist & Motion Graphics Designer

Nov 2015 – Apr 2017

BetConstruct · Yerevan, Armenia

- 2D and 3D visual elements for game development and marketing; product explainer videos.

SOFTWARE I'VE BUILT

Preshow · LED content review

Feb 2026 – Present

Product, design & build · preshow.link

- Previews video on LED screens inside 3D stage models and shares comps with clients for review, on desktop and phone.
- Browser 3D editor (three.js, WebGPU with WebGL fallback), versioned asset library with Mux streaming, owner and reviewer roles.
- Public REST API with OpenAPI docs, webhooks and OAuth; Stripe billing; CI release gate with unit and security-rule tests. **2,500+ commits.**

Farmly · Render farm manager

Sep 2026 – Present

Design & build · in production at Toy Robot Media

- Replaced Thinkbox Deadline across **29 Mac and Windows render nodes**: Cinema 4D/Redshift and After Effects submitters, web dashboard, licence-seat pools and an incident-driven failure policy.
- Ran in shadow beside Deadline with **zero failed renders**, then took over the whole farm. Every past incident is replayed as an automated test.

Stitchr · Resale shop manager

Design & build · web, native iPhone app, browser extension

- Lists a secondhand shop's items once and sells them on Poshmark, Depop, eBay, Mercari and Vinted; when something sells, it comes down everywhere else.
- Native iPhone app with shipping labels, today's sales and a home-screen widget. Runs a real shop with 1,600+ items.

Henry's Journey · 3D puzzle game

Jan 2026 – Present

Game design, art & build · henrysjourney.app

- Plan-then-run voxel puzzle game across ten worlds, with daily trails, live arenas and a level editor.
- Solver-verified procedural levels; React Three Fiber and Firebase, on iOS via Capacitor.

SKILLS & TOOLS

Motion & 3D: After Effects, Cinema 4D, Redshift, Unreal Engine, Notch, 3ds Max, Maya, Blender, Premiere Pro

Development: TypeScript, React, three.js / R3F, Python, Firebase, GitHub Actions, ExtendScript

Design: Photoshop, Illustrator, Art direction, UI animation

Interactive: Rive (state machines), Lottie, Figma, Real-time 3D for web, LED / multi-screen

AI: Claude Code, Midjourney, Runway, Veo, Kling, AI-assisted pipelines

SELECTED CLIENTS

Disney · NBCUniversal · Blizzard · Xbox · Google · Amazon · GM · TikTok · Twitch · John Deere · RSA · Chevron · Amgen

EDUCATION

Bachelor's degree, State Engineering University of Armenia, 2001–2005