



Ruben Malayan is an award-winning art director and visual artist. Having completed his studies in Yerevan, Armenia, he holds a BFA in Painting from Terlemezian State Art College, and a MFA in Graphics from the State Institute of Fine Arts.

As an art director and visual effects supervisor, Ruben has been working in broadcast and cinema for over fifteen years, realizing creative projects in Canada, Israel, The Netherlands, Armenia and India. His award-winning career in graphic design spans over fifteen years - crossing over into the fields of visual identity, typography, illustration and calligraphy. Over the years he has collaborated on a number of high profile international commercials, branding development for various TV stations, concept art and shot design for commercials and feature films.

Creative Portfolio: <http://15levels.com>

Advertising reel: <https://vimeo.com/8373130>

Vimeo: <https://vimeo.com/user2852712>

LinkedIn: <https://www.linkedin.com/in/15levels>

Behance: <https://www.behance.net/15levels>

#### Qualifications:

- Over fifteen years of experience in graphic, web and interactive design.
- Over ten years of work experience as an art director and visual effects supervisor in post-production houses (broadcast & visual effects) including feature film production.
- International multi-cultural work experience - Canada, Israel, Netherlands, India, Russia and Armenia.

#### Teaching experience:

2015: Lecturer on Motion Design, Typography and Post Production at TUMO Center for Creative Technologies (Yerevan, Armenia)

2013: Teaching a course on 'Creative Advertising' at Russian-Armenian State University, Department of Advertising and PR, Yerevan, Armenia.

2012: Development of study curriculum (design, animation, film studies) for TUMO Center for Creative Technologies, Yerevan, Armenia.

#### Professional experience:

Present: Freelance creative/art direction (based in Montreal, QC).

2015-2016: [TUMO Center for Creative Technologies](#) (Yerevan, Armenia) – Lecturer on Motion Design, Typography and Post Production.

2013-2014: [Maeutica Brands & Business](#) – Creative Director.

2012: [TUMO Center for Creative Technologies](#) (Yerevan, Armenia) – Head of Content Development. Responsibilities: development of a study curriculum for film, animation and design.

2011: [Makuta VFX](#) (Hyderabad, India) - CG Supervisor for “Eega” by [SS Rajamouli](#)

2010: [Triada Studio](#) (Yerevan, Armenia) - Creative Director

2008-2009: [Snowball | VFX](#) (Tel Aviv, Toronto, NYC) – Creative Director  
Responsibilities: creative direction of 3D, art and compositing departments.  
Relationship with key clients. Development of visual identity of the agency.

2006-2007 : JCS PP (Tel Aviv, Israel)- Senior Art director / Lead VFX Supervisor  
Responsibilities: Promos for Keshet TV/Reshet/Channel2, TV channel visual identity for Sport5+LIVE, commercials for Orange and others. Re-branding of JCS Group.

2004-2006: [Gravity Group PP](#) (Tel Aviv, Israel) - Art director / VFX Supervisor  
Responsibilities: Art direction, VFX supervision, matte painting and concept art of commercials and promos for clients including Coca-Cola, Sprite, Toshiba and other major international brands.

2002-2004: Geller Nesis / Arc Interactive (Tel Aviv, Israel) - Interactive & Webdesign

2000-2002: Malvin BV (Amsterdam, Netherlands) - Art Director

1994-1998: Compugraphic Multimedia Solutions (Tel Aviv, Israel) - Art Director ('96-'98), Graphic Designer ('94-'96)

Software:

- 3D: 3DSMAX, FumeFX, (some Maya)
- Design: Adobe CC – Photoshop, Illustrator, Indesign, Muse
- Post-production: AfterEffects, Premiere, Audition

Languages: Native – Armenian, Fluent - English, Russian, Hebrew.

Curriculum Vitae

Born in 27th of March, 1971, Yerevan, Armenia

Education: 1976-1986 Secondary School # 83 Yerevan, Armenia.

1986-1990 Yerevan State Art College after P. Terlemezian, 4 years graduate program of “Teaching Drawing and Design” Graduated with a Diploma of Excellence.

1990-1993 Yerevan Academy Of Fine Arts, “Graphics and Original Prints” program.

1993-1994 Kalisher Art School of Tel Aviv “Visual Arts & Media”, Tel Aviv, Israel.

Creative work / Publications:

2015 Calligraphy for "Cities of Peace" - Ellen Frank Illumination Arts Foundation, NYC.

2015 [Granshan 2015 Type Design Competition](#) Member of a Jury - Armenian text typefaces category

2015 Graphic poster "The Dark Chain of Human History" on display as part of "Evil: The Matter of Intent" exhibition at Hebrew Union College Museum, NYC

2015 [Fundacja Sztuka Kaligrafii](#) Krakow, Poland & Yerevan, Armenia – Masterclass of Armenian Calligraphy

2015 [Festivalul Strada Armeneasca](#) Bucharest, Romania– Lecture and Masterclass of Armenian Calligraphy

2015 Calligraphy for the cover of [Scout Tufankjian “There is Only The Earth”](#)

2015 [Rise of Culture International Art'n'Music Festival](#) Lublin, Poland – Lecture and Masterclass of Armenian Calligraphy & graphic posters exhibition

2015 [ReAnimania 7th International Animation Film and Comics Art Festival of Yerevan](#) - member of jury for short film competition

2015 [Best Digital Entry](#) for LA City Council Armenian Genocide Centennial Art Competition

2015 Hartak Festival, Yerevan - Lecture and Masterclass of Armenian Calligraphy

2015 Participated in ANKAPital art exhibition at HAYP Gallery, Yerevan, Armenia

2015 Graphic work published in '99' publication on Armenian Genocide by PanArmenian.net

2014 Calligraphic work exhibited at TypoLyrics exhibition by Granshan International Typography competition.

2012 “The Elegance of Classic Armenian Calligraphy” article published in Yerevan Magazine Mar/Apr issue.

2011 Member of a Jury on “One Shot” International Short Film Festival, NPAK, Yerevan

2011 Calligraphic works and an essay on Armenian calligraphy published in 'The World Encyclopedia of Calligraphy' Sterling Publishing, NYC

2011 Lecture on Armenian Calligraphy at AGBU Montreal Chapter.  
2011 "Ruben Malayan 'Label Écriture'" article published in Nouvelles d'Arménie magazine No 179  
2011 Interview and article published in "Haytoug" magazine, Spring 2011, USA  
2011 Interview published in "Slide" magazine, No.5, Yerevan, Armenia  
2010 "The Art of Calligraphy: Script in Its Purest Forms" article published in Armenian Weekly & Asbarez  
2009 Solo exhibition of Armenian Calligraphy at "5" Gallery, Tel Aviv, Israel  
2005 Publication of graphic posters in "Israel & Armenian Genocide: Banality of Indifference" by Yair Auron; Open University Press, Tel Aviv, Israel  
2004 Graphics & photography displayed at Flow Galeria (Canada)  
2004 Photographs published at Deliberately Buried magazine (Israel)  
2004 Drawings & paintings published at TartArt magazine (Slovakia)  
2003 USA Armenian Life Magazine / Asbarez - Article on "300 Seconds" Short film  
2003 Horizon Magazine - interview & article on Armenian Genocide Art Poster competition, Lebanon  
2001 Participation in Maartje Nevejan "Virtual Fatherlands" Documentary / ViewPoint Productions / MamaCash, Amsterdam, Netherlands  
2001 Interview and article published in Tergede Magazine / Reformatorisch Dagblad, Netherlands  
2001-2003 Publication & worldwide distribution of graphic posters- winners of "Armenian Genocide in Contemporary Art & Graphic Posters" International competition. Netherlands / USA  
1999- Graphic user interface designs featured in Jerusalem Post / Wired Magazine / CNN website  
1989-1993 Participated in annual exhibitions of Young Armenian Artists at Union of Armenian Artists and The Academy of Fine Arts, Yerevan, Armenia.

Awards:

1999 UNDP Armenia Internet Project and Sard 99 Armenian Website Prize Jury. Title of winner in the category "Armenian FREENET Choice"- for good design by means of computer technologies and wonderful art.  
2015 Best Digital Entry at Centennial Art Contest of LA City Council.

Contact:

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