



Ruben Aleksani Matevosyan

◆ CREATIVE DIRECTOR ◆



PROFILE

MATEVO

CONTACT

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EDUCATION

MASTER OF SCIENCE

Integrated Product Design
Delft University of Technology | 2017

BACHELOR OF SCIENCE

Industrial and Product Design
Delft University of Technology | 2012

LANGUAGES

ENGLISH | Fluent
DUTCH | Native
RUSSIAN | Native
ARMENIAN | Native
PAPIAMENTO | Fluent
SPANISH | Basic

EXTRA

MIXED MOVEMENT ARTIST

BJJ BLUE BELT
2007 Dutch Amateur
Grappling Champion

MULTICULTURAL PERSPECTIVE

Personal experience of
several distinctive cultures
Aruba & Dutch Caribbean
Armenia & Russia
The Netherlands

A Hybrid Designer specializing in catalyzing Mindful Web3 Ecosystems. With 13+ years of professional experience in Innovative Intellectual Property Creation, I operate at the intersection of Interactive Retail, Creative Work-Fun Spaces, and Magnetizing Metaverse Experiences. Thinking in wholistic systems, including micro and macro cycles on a planetary level, I bring value by clarifying and visually communicating your organization's vision from a multidimensional perspective. Realizing consistency in your Identity by unifying and rooting it into Your Unique Multiverse.

PROFESSIONAL EXPERIENCE

Creative Director Metaverse Architect Innovation Catalyst

2022 - Present

ASRAYA

Austin Texas, USA

asraya.io

Leading Mindful Metaverse Innovations by Strategizing, Conceptualizing, Designing and Building the ASRAYA Extended Reality Game, to create and sustain a competitive advantage in a Web 3 space. Main responsibilities include:

- Creating competitive advantage with Unique Intellectual Property Design
- Consulting on Mindful Innovations
- Creating Consistency by Unifying Brand ID
- Building Brand Metaverse 2D&3D
- Visualizing Ecosystem & Energy Flows
- Multidimensional User Experience Design
- Custom Iconography & Typeface Design

Founder Brand Imagineer Creative Strategist Innovation Consultant Visual Communicator Concept Designer

2010 - Present

MATEVO

Haarlem, Netherlands

matevo.com

As a Creative Problem Solver, I help you to see the opportunity for innovation within any given challenge. My experience, guided discovery process, inexhaustible optimism combined with source creativity, are here to inspire you to expand your Identity with a Unique Brand Metaverse, weaving original solutions into a lasting competitive advantage. **Results** delivered in co-creation;

- **Clarity with Creative Strategy** to Unify and Crystallize Purpose, Vision and Mission in a Multidimensional Brand Identity
- **Competitive advantage with Original IP's**, Brand Spirit and Lore Design including Avatar Characters, Key Objects, Interactions, Spaces, Technology & Systems
- **Multidisciplinary Innovation** with Conceptual and Embodiment Design across industries
- **Abundant Inspiration** with 2D/3D Visual Story Telling, Framing & Marketing materials

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TECHNICAL SKILLS

ADOBE CREATIVE CLOUD

- Photoshop
- Illustrator
- InDesign
- After Effects
- Substance
- Fuze Mixamo

3D GENERALIST

- 3DS MAX
- Blender
- Vray
- ZBrush
- Marvelous Designer
- Solid Works
- Clo3d
- Unity 3D
- Unreal Engine

WEB 2&3 | VIRTUAL REALITY

- Webflow
- Squarespace
- Typeform
- Wonderverse
- Discord
- Spatial (VR)
- Enklu (VR & XR)

PRODUCTIVITY

- Object Desktop
- Pure Ref
- MS Office
- Evernote
- WorkFlowy

ANALOGUE

- Fine Artist
- Design Sketching
- Drawing
- Painting
- Sculpting

PROFESSIONAL EXPERIENCE

**Retail Designer
Visual Communicator**
2019 - 2022

MAERSK
Copenhagen,
Denmark

maersk.com

Conceptual Design of an Interactive Trade Show Booth & User Experience with a focus on immersion in the brand values. In collaboration with the internal UX team, I designed and successfully delivered an interactive booth concept for the company.

Creation of 3D animations for special freight logistic development with the goal to clarify the process from start to end. Used for internal communication and guidance.

Visual Communicator
2018

AITO TOUCH
Amsterdam,
Netherlands

aito-touch.com

In close collaboration with the founding team, I helped AITO to crystallize the vision by presenting their high-tech innovation with a 3D Animation explaining how their unique Haptic Touch technology adds feeling to any touch surface with a clear visual story.

Concept Designer
2011 - 2012

Guerrilla Games
Amsterdam,
Netherlands

guerrilla-games.com

During my time with GG, I was involved in the conceptual design of functional components in the virtual world of Killzone 4, including modular infrastructure systems, architectural spaces and space stations. I conceptualized and designed the vertical transportation and storage infrastructure for the Container City in great detail, communicating its functionality with a 3d animation and mock-ups, while showcasing the mood in matte paintings.

CREATIVE DIRECTOR

- Intellectual Property Design
- Analytical Mindset
- Design Thinking
- Brand Experience Design
- Creative Strategy
- Wholistic Systems Design

CONCEPT DESIGNER

- 3D Modeling & Sculpting
- Industrial Design Engineering
- Product Design
- CAD Simulations
- Concept Art
- User Experience Design
- User Interface Design
- Metaverse Design

VISUAL COMMUNICATOR

- Graphic Design
- Sequential Design
- Visual Style Creation
- 2D/3D Illustration
- 2D/3D Animation
- Ideation Sketching

SELECTED ENGAGEMENTS

